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Strategic

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Creating Business

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Convergence of
Cloud, Social, Mobile,
Video, and Big Data
Enables Competitive
Advantage provides a
game plan for
integrating technology
to build a smarter,
more customer-
centric business.

Using a series of case
studies as examples
throughout, the book

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describes the agility that comes from collaborative commerce, and provides key decision makers the implementation roadmap they need to build a successful business ecosystem. The focus is on Business Agility Readiness in terms of the five major

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changes affecting the information technology landscape, and how data-driven delivery platforms and decision-making processes are being reinvented using digital relationships with a social business model as the consumer world of technology drives

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innovation and
collaboration. Cloud
computing, social
media, next-gen
mobility, streaming
video, and big data
with predictive
analytics are major
forces now for a
competitive
advantage, and
Creating Business
Agility provides
leaders with a

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roadmap for
readiness. Business
leaders tasked with
innovation and
strategy will find that
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Agility provides
important insight from
an informed
perspective.

Transform your
organization with
speed and efficiency
using this insightful

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new resource
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Incremental
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improvement is no
World
longer sufficient in
helping organizations
navigate the
complexity,
uncertainty and
volatility of today's
world. In Change:
How Organizations
Achieve Hard-to-
Imagine Results in
Uncertain and Volatile

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Times, authors John P. Kotter, Vanessa Akhtar, and Gaurav Gupta explore how to create non-linear, dramatic change in your organization. You'll discover the emerging science of change that teaches us about how to build organizations – from businesses to governments – that

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change and adapt rapidly. In Change you'll discover: Why the ability of organizations to deal with threats and take advantage of opportunities in the face of ever greater complexity and uncertainty is being severely challenged In-depth, evidence-based, actionable

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What
Case studies and
success stories that
describe
organizations who
have successfully
built the ability to
change quickly into
their DNA A universal
approach for how to
dramatically improve
outcomes from

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various change efforts, including: strategy execution, digital transformation, restructuring, and more Perfect for managers, executives, and leaders at companies of all types and sizes, Change will also prove to be a valuable asset to other professionals who

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serve these organizations. This book is for anyone seeking a proven approach for delivering fast, sustainable and comprehensive results.

This impressive collection features the best works by John P. Kotter, known worldwide as the

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authority on
Agility For A
leadership and
Factor Moving
change. Curated by
Harvard Business
Review, the longtime
publisher of some of
Kotter's most
important ideas, the
Change Leadership
set features full digital
editions of the
author's classic
books, including
bestsellers Leading

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Change, The Heart of
Change, and A Sense
of Urgency, as well as
“What Leaders Really

Do” and his newly
published book
Accelerate, which is
based on the award-
winning article of the
same name that
appeared in Harvard
Business Review in
late 2013. Kotter’s
books and ideas have

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guided and inspired
leaders at all levels.

He is the Konosuke
Matsushita Professor
of Leadership,
Emeritus at Harvard
Business School, an
award-winning
business and
management thought
leader, a successful
entrepreneur, and an
inspirational speaker.
His ideas have helped

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to mobilize people
around the world to
better lead
organizations, and
their own lives, in an
era of increasingly
rapid change. This
specially priced
collection offers
Kotter's best practical
advice, management
insights, and useful
tools to help you
successfully lead and

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implement change in your organization—and master the art of change leadership. Learn how to lead organizational change with this Harvard Business Review digital collection. The Heart of Change is your guide to helping people think and feel differently in order to

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meet your shared goals. According to bestselling author and renowned leadership expert John Kotter and coauthor Dan Cohen, this focus on connecting with people's emotions is what will spark the behavior change and actions that lead to success. The Heart of Change Field Guide

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provides leaders and managers with tools, frameworks, and advice for bringing these breakthrough change methods to life within their own organizations.

How Organizations Thrive in Unpredictable Times
How Organizations Achieve Hard-to-Imagine Results in

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Uncertain and Volatile
Agility For A
Times
Adaptive Space: How
GM and Other
Companies are
Positively Disrupting
Themselves and
Transforming into
Agile Organizations
Kotter on Accelerating
Change (2 Books)
Unlocking Agility
John P. Kotter on
what Leaders Really

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Agility For A
Enterprise Moving

Do

Enterprise Agility with
OKRs

*Explains how
companies can
recognize and
promote
leadership
qualities, looks at
examples of good
and poor
leadership, and*

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includes suggestions on long range goals Offers advice on how to lead an organization into change, including establishing a sense of urgency, developing a vision and strategy, and

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generating short-term wins.

What's the worst thing you can hear when you have a good idea at work?

*"That's not how we do it here!" In their iconic bestseller *Our Iceberg Is Melting*, John Kotter and*

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Holger Rathgeber used a simple fable about penguins to explain the process of leading people through major changes. Now, ten years later, they're back with another must-read story that will

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help any team or organization cope with their biggest challenges and turn them into exciting opportunities.

Once upon a time a clan of meerkats lived in the Kalahari, a region in southern Africa.

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After years of steady growth, a drought has sharply reduced the clan's resources, and deadly vulture attacks have increased. As things keep getting worse, the harmony of the clan is

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shattered. The executive team quarrels about possible solutions, and suggestions from frontline workers face a soul-crushing response: “That’s not how we do it here!” So Nadia, a bright and

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*adventurous
meerkat, hits the
road in search of
new ideas to help
her troubled clan.
She discovers a
much smaller
group that
operates very
differently, with
much more
teamwork and*

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agility. These meerkats have developed innovative solutions to find food and evade the vultures. But not everything in this small clan is as perfect as it seems at first. Can Nadia figure out how to combine

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the best of both worlds—a large, disciplined, well-managed clan and a small, informal, inspiring clan—before it's too late? This book distills Kotter's decades of experience and award-winning research

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*to reveal why
organizations rise
and fall, and how
they can rise again
in the face of
adversity.*

*Describes the
hallmarks of
effective
leadership, and
covers power,
influence, vision,*

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*and strategies for
change*

How to Create

Uncontested

Market Space and

Make the

Competition

Irrelevant

An Insider's Guide

to Agile Enterprise

Transformation

How Organizations

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*Can Mobilize,
Agility For A
Execute, and
Faster Moving
Transform with
World
Agility*

*Navigating Churn
in the Real World
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Agility for a Faster-
Moving World*

*Change
Leadership: The*
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*Kotter Collection (5
Books)*

Don't
World
underestimate
the early
decisions of
making choices
about where to
pilot. This is
key in
enabling
successful

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strategy
Agility For A
execution.
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Change has
become

constant,

complex,

multifaceted,

and

overwhelming.

To meet this

challenge,

Bill Pasmore

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presents four
keys to help
leaders decide
where and how
to most
effectively
focus their
change
initiatives.
In today's
complex work
world, things

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no longer get
done simply
because
someone issues
an order and
someone else
follows it.
Most of us
work in
socially
intricate
organizations

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where we need
the help not
only of
subordinates
but of
colleagues,
superiors, and
outsiders to
accomplish our
goals. This
often leaves
us in a "power

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gap" because we must depend on people over whom we have little or no explicit control. This is a book about how to bridge that gap: how to exercise the

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power and
influence you
need to get
things done
through others
when your resp
onsibilities
exceed your
formal
authority.

Full of
original ideas

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and expert
insights about
how organizati
ons—and the
people in
them—function,
Power and
Influence goes
further,
demonstrating
that lower-
level

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personnel also
need strong
leadership
skills and
interpersonal
know-how to
perform well.
Kotter shows
how you can
develop
sufficient
resources of

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"unofficial"
Agility For A
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power and
influence to
achieve goals,
steer clear of
conflicts,
foster
creative team
behavior, and
gain the
cooperation
and support

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you need from
subordinates,
coworkers,
superiors—even
people outside
your
department or
organization.
He also shows
how you can
avoid the twin
traps of

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naivete and
cynicism when
dealing with
power
relationships,
and how to use
your power
without
abusing it.

Power and
Influence is
essential for

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top managers
who need to
overcome the
infighting,
foot-dragging,
and
politicking
that can
destroy both
morale and
profits; for
middle

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managers who
don't want
their careers
sidetracked by
unproductive
power
struggles; for
professionals
hindered by
bureaucratic
obstacles and
deadline

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delays; and
for staff
workers who
have to

"manage the
boss." This is
not a book for
those who want
to "grab"
power for
their own
ends. But if

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you'd like to
create smooth,
responsive
working
relationships
and increase
your personal
effectiveness
on the job,
Kotter can
show you
how—and make

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the dynamics
of power work
for you
instead of
against you.
Your Company
Isn't Fast
Enough. Here's
How to Change
That. The
traditional
hierarchical

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organization
is dead, but
what replaces
it? Numerous

new
models--the
agile
organization,
the networked
organization,
and holacracy,
to name a

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few--have
emerged, but
leaders need
to know what
really works.
How do you
build an
organization
that is
responsive to
fast-changing
markets? What

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kind of organization delivers both speed and scale, and how do you lead it? Arthur Yeung and Dave Ulrich provide leaders with a much-needed blueprint for

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Based on their
in-depth
research at
leading
Chinese, US,
and European
firms such as
Alibaba,
Amazon, DiDi,

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Facebook,
Google,
Huawei,
Supercell, and
Tencent, and
drawing from
their
synthesis of
the latest
organization
research and
practice,

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Yeung and Ulrich explain how to build a new kind of organization (a "market-oriented ecosystem") that responds to changing market opportunities

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with speed and
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scale. While
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other books
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address
individual
pieces of the
puzzle,
Reinventing
the
Organization
offers a
practical,

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integrated,
six-step
framework and
looks at all
the decisions
leaders need
to
make--choosing
the right
strategies,
capabilities,
structure,

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culture,
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tools, and
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leadership--to
deliver
radically
greater value
in fast-moving
markets. For
any leader
eager to build
a stronger,

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more
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organization

and for all
those in HR,
organizational
development,
and consulting
who will shape
and deliver
it, this book
provides a

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How to
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Today's
Business While
Creating the
Future
Successful

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Resilience,
and Growth in
the
Accelerated
Future of Work
The Science of

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and DevOps:
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Building and
Scaling High
Performing
Technology
Organizations
From Mindless
Expansion to
Focused Growth
Saving Your
Good Idea from

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Getting Shot
Down
Managing your
boss: Isn't that
merely
manipulation?
Corporate cozying
up? Not according
to John Gabarro
and John Kotter. In
this handy
guidebook, the

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authors contend that you manage your boss for a very good reason: to do your best on the job—and thereby benefit not only yourself but also your supervisor and your entire company. Your

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boss depends on you for cooperation, reliability, and honesty. And you depend on him or her for links to the rest of the organization, for setting priorities, and for obtaining critical resources.

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By managing your boss—clarifying your own and your supervisor's strengths, weaknesses, goals, work styles, and needs—you cultivate a relationship based on mutual respect and

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understanding.

The result? A healthy, productive bond that enables you both to excel.

Gabarro and Kotter provide valuable guidelines for building this essential relationship—including

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strategies for
determining how
your boss prefers
to process
information and
make decisions,
tips for
communicating
mutual
expectations, and
tactics for
negotiating

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priorities. Thought provoking and practical, Managing Your Boss enables you to lay the groundwork for one of the most crucial working relationships you'll have in your career.

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"The Age of Agility:
Building Learning
Agile Leaders and
Organizations

focuses on
learning agility,
one of the most
important trends in
the business world
during the past
decade. Some
surveys have

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found it was the most frequently used criterion to measure leadership potential. Despite this popularity there are fundamental questions that need to be answered such as

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(a) What specifically is learning agility? (b) How many facets or dimensions does it have? (c) How do we measure it? and (d) Can it be developed? It appears that much of what is known

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about the
construct of
learning agility has
been gleaned from
its application by
practitioners. While
this knowledge is
an extremely
useful place to
begin, there is an
urgent need to
undergird this

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understanding with
science. The
purpose of this

edited book is to
systematically
examine the
construct through
a more scholarly
lens. Over 50
authors - both
academic
researchers and

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talent
Agility For A
management
Faster Moving
practitioners - have
World
contributed to the
contents. The goal
is to enhance
knowledge of
learning agility,
distilling and
synthesizing
scientific evidence
with best

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practices" --

In recent years,
the concept of
agility has
captured the
executive
imagination, and
leaders in a variety
of industries and
companies of all
sizes are now
searching for ideas

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on how to
effectively utilize
agile thinking. This
book provides
insights on agility
from world-class
experts on
leadership,
strategy and
organization,
alongside
seasoned

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practitioners who
have successfully
implemented

agility programs for
companies such
as Daimler, Ford
Motor Company, J.
W. Thompson,
Siemens, and
NASA. By
combining
theoretical

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expertise with a variety of managerial experiences, it provides a wide-ranging yet succinct guide for companies seeking to engage in the transformative journey towards

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becoming more
agile. As such, it
will be of great use
and interest to
executives in all
industries,
executive
education
participants and
consultants,
M.B.A. students
and researchers

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interested in agile.
Agility.X prepares
leaders for
managing under
uncertainty and
organizations for
thriving in turbulent
environments.
Game-changing
disruptions will
likely unfold on
your watch. Be

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ready. In *Dual Transformation*, Scott Anthony, Clark Gilbert, and Mark Johnson propose a practical and sustainable approach to one of the greatest challenges facing leaders today: transforming your

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business in the
face of imminent
disruption. Dual
Transformation
shows you how
your company can
come out of a
market shift
stronger and more
profitable, because
the threat of
disruption is also

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the greatest
opportunity a
leadership team
will ever face.

Disruptive change
opens a window of
opportunity to
create massive
new markets. It is
the moment when
a market also-ran
can become a

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market leader. It is the moment when business legacies are created. That moment starts with the core dual transformation framework:

Transformation A:
Repositioning
today ' s business
to maximize its

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resilience, such as how Adobe boldly shifted from selling packaged software to providing software as a service.

Transformation B:
Creating a new growth engine, such as how Amazon became

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the world ' s largest
provider of cloud
computing
services.

Capabilities link:
Fighting unfairly by
taking advantage
of difficult-to-
replicate assets
without
succumbing to the
“ sucking sound of

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the core.” Anthony,
Gilbert, and
Johnson also
address the
characteristics
leaders must
embrace: courage,
clarity, curiosity,
and conviction.
Without them, dual
transformation
efforts can

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founder. Building on lessons from diverse companies, such as Adobe, Manila Water, and Netflix, and a case study from Gilbert 's firsthand experience transforming his own media and

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publishing
Agility For A
company, Dual
Easter Moving
Transformation will
World

guide executives
through the
journey of creating
the next version of
themselves,
allowing them to
own the future
rather than be
disrupted by it.

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How Convergence
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Competitive
Advantage
Work Disrupted
Crushing Quota:

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Performance

A Story about How
Organizations Rise
and Fall--and Can
Rise Again

The Heart of
Change Field
Guide

Creating Fast,

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"Where urgency
meets execution.

This book helps
leaders tackle their
greatest challenge:
turning plans into
action, fast." ---Walt
Macnee,
President,

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International
Markets,
MasterCard
Worldwide "A
refreshing new
view on strategy:
how leaders can
execute strategy
through people,
and what makes
some companies
faster and more

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agile than
others."---Isobel
Peck, Chief
Marketing Officer,
Informa "In
Strategic Speed,
we finally get the
implementation
model that needs
to go with the
strategy."---Lean
Schlesinger,

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President, Babson
College "This book
is packed with

great insights and
practical tools.

Read it, use it, and
gain strategic
speed."---Craig

Wortmann, CEO,
Experience LLC,
and author of
What's Your

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Story? "The framework, case examples, and tools equip leaders to embrace and execute strategic speed." ---Noel Tichy, professor and director, Global Citizenship Initiative at the University of

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Michigan; and
coauthor (with
Warren Bennis) of
Judgment "I urge
executives
everywhere to
read this book. It's
filled with valuable
insights and
actionable best
practices that
every company will

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benefit
from." ---Douglas
Anderson,
President and
CEO, Carlson
Wagonlit Travel
"Davis, Frechette,
and Boswell make
things just as
Einstein
requested: simple,
without being

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simplified. They
identify predictable
change

management traps
and provide useful
frameworks for
avoiding

them."---Amy C.

Edmondson,
Novartis Novartis
Professor of
Leadership and

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Building Strategic
Management,
Harvard Business
School "The magic
is in the execution.
Strategic Speed
provides relevant
business cases
and practical
suggestions to
create that magic
and deliver real ou
tcomes." ---Catrion

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a Noble, Managing
Agility For A
Director,
Faster Moving
McDonald's
World
Australia

The essential
capabilities
organizations need
to master turbulent
change Rapid and
disruptive change
threatens the
adaptive capacity

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of organizations,
along with the
individuals and
teams leading
them. Based upon
over a decade of
global research
and consulting,
Joseph E. McCann
and John W.
Selsky outline five
capabilities highly

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agile and resilient systems must possess. They must be:

Purposeful, Aware, Action-Oriented, Resourceful, and Networked. In addition the authors illustrate how these capabilities can be

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assessed across
four
levels—individuals,
teams,
organizations, and
their business
ecosystems. The
goal is to develop
these capabilities
in tandem so that
the individual,
team, organization

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and ecosystem
have High
AR—not just
greater agility or
resiliency, but both
high agility and
high resiliency.

The authors
outline balanced
development
strategies for
creating High AR

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that can be used
to master turbulent
environments for
competitive
advantage and
sustained
performance
Includes cutting-
edge concepts and
examples that take
readers from the
latest advances in

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neuro-science and
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executive wellness
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to global supply
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chains and
innovation strategy
Contains
illustrative
examples and
vignettes from
leading
organizations
including Mayo

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Clinic, Microsoft,
Starbucks,
Southwest Airlines,
TECO Energy,
Shell Oil, Walmart,
and others Most
important,
McCann, and
Selsky deliver a
unique and
practical
perspective that

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helps organization
leaders make
sense of the
dynamic world in
which they
operate.

Based on a multi-
year study with
several large
companies,
Resurgence
reveals how some

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of the most interesting and notable brands in the world have managed to stage remarkably successful comebacks following periods of decline. The core of this book is a smart, simple

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four-part
framework for
reinvention, plus
compelling advice
distilled for general
business readers.
Yet, it also features
fascinating, insider
accounts of the
change process,
with stories from a
core group of

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leaders at
companies such
as Motorola,
Alberto Culver,
Harley-Davidson,
and others, as
they considered
the question: How
do we reinvent a
firm that does not
recognize the
need for radical

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change? Three top marketing experts bring a compelling wealth of experience and knowledge to the forefront as they were granted extensive access to the executives at these companies and

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track how each of these organizations look dramatically different as a result of its changed efforts. Describes how organizations can learn to move swiftly to accommodate

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change while still
providing the
necessary
structures that
nurture employees
and long-term
success.

That's Not How
We Do It Here!
The Science of
Successful
Organizational

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Agile Innovation
Faster Moving
Strategic Speed
World
Agile for
Everybody
Leading
Continuous
Change
Managing Your
Boss
**Every leader
understands the**

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burning need for change—and every leader knows how risky it is, and how often it fails. To make organizational change work, you need to base it on science, not intuition. Despite hundreds of books on change, failure rates remain sky high. Are there deep

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**flaws in the
guidance change
leaders are given?**

**While eschewing
the pat answers,
linear models, and
change recipes
offered elsewhere,
Paul Gibbons offers
the first blueprint
for change that fully
reflects the newest
advances in
mindfulness,**

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behavioral
economics, the
psychology of risk-
taking,
neuroscience,
mindfulness, and
complexity theory.
Change
management,
ostensibly the craft
of making change
happen, is rife with
myth,
pseudoscience, and

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Agility For A
Gibbons' view,
change

management should
be “euthanized” and
replaced with
change agile
businesses, with
change leaders at
every level. To
achieve that,
business education
and leadership

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training in
Agility For A
organizations needs
to become more
accountable for real
results, not just
participant
satisfaction (the
“edutainment”
culture). Twenty-
first century change
leaders need to
focus less on
project results,
more on creating

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Future Moving
World**

**agile cultures and
businesses full of
staff who have “get
to” rather than
“have to” attitudes.
To do that, change
leaders will have to
leave behind the old
paradigm of
“carrots and sticks,”
both of which
destroy
engagement. “New
analytics” offer**

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more data-driven
Agility For A
approaches to
Focus Marketing
decision making,
World present a host
of people
challenges—where
petabyte
information flows
meet traditional
decision-making
structures. These
approaches will
have to be
complemented with

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“leading with science”—that is, using evidence-based management to inform strategy and policy decisions. In The Science of Successful Organizational Change , you'll learn: How the VUCA (Volatile, Uncertain, Complex,

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and Ambiguous)
Agility For A
world affects the
Scale Moving
scale and pace of
World
change in today's
businesses How
understanding of
flaws in human
decision-making
can help leaders
guide their teams
toward wiser
strategic decisions
when the stakes are
largest—including

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**“when to trust your
guy and when to
trust a model” and
“when all of us are
smarter than one of
us” How new
advances in
neuroscience have
altered best
practices in
influencing
colleagues;
negotiating with
partners; engaging**

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managing
resistance How
leading
organizations are
making use of the
science of
mindfulness to
create agile learners
and agile cultures
How new ideas from
analytics,**

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**forecasting, and risk
are humbling those
who thought they
knew the future—and
how the human side
of analytics and the
psychology of risk
are paradoxically
more important in
this technologically
enabled world What
complexity theory
means for decision-
making in the**

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context of your own
business How to
create resilient and
agile business
cultures and anti-
fragile, dynamic
business structures
To link science with
your "on-the-
ground" reality,
Gibbons tells "warts
and all" stories from
his twenty-plus
years consulting to**

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largest businesses
in the world. You'll
find case studies
from well-known
companies like IBM
and Shell and CEO
interviews from
Nokia and Barclays
Bank.**

**You've got a good
idea. You know it
could make a crucial
difference for you,**

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Your Meeting
group, but get
confounding
questions, inane
comments, and
verbal bullets in
return. Before you
know what's
happened, your idea
is dead, shot down.
You're furious.
Everyone has lost:**

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**Those who would
have benefited from
your proposal. You.
Your company.**

**Perhaps even the
country. It doesn't
have to be this way,
maintain John
Kotter and Lorne
Whitehead. In Buy-
In, they reveal how
to win the support
your idea needs to
deliver valuable**

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results. The key?

Understand the
generic attack g
strategies that
naysayers and
obfuscators deploy
time and time again.
Then engage these
adversaries with
tactics tailored to
each strategy. By
"inviting in the
lions" to critique
your idea--and

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being prepared for
them--you'll capture

busy people's
attention, help them

grasp your
proposal's value,
and secure their
commitment to
implementing the
solution. The book
presents a fresh and
amusing fictional
narrative showing
attack strategies in

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action. It then provides several specific counterstrategies for each basic category the authors have defined--including:

- **Death-by-delay:** Your enemies push discussion of your idea so far into the future it's forgotten.
- **Confusion: They**

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**present so much
data that confidence
in your proposal
dies.**

**Fearmongering:
Critics catalyze
irrational anxieties
about your idea. .
Character
assassination: They
slam your
reputation and
credibility. Smart,
practical, and filled**

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with useful advice,
Buy-In equips you
to anticipate and
combat attacks--so
your good idea
makes it through to
make a positive
change.

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a Faster-Moving
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Business Review
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A company's worst enemy isn't always the competition.

Sometimes it's the fear that lives within its own walls. This fear can take many forms: fear of not meeting a goal, of not getting a bonus, of losing decision rights and respect. Fear compels employees and

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managers to protect themselves by creating seemingly impenetrable barriers fortified by rules and practices that benefit one group while harming others. Left unchecked, fear-driven barriers can spread at an alarming rate in a company.

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Workgroups define success not by reaching the company's overall goal, but by fulfilling their part of the process. Restrictive policies pile up until managers start to exert extreme control over headcount and resources. Other managers feel

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compelled to build empires -- taking over other departments' functions to regain or enhance their self-sufficiency. In the midst of these counterproductive activities, employees suffer, success deteriorates, and efficiency dies.

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**While these barriers
might seem
insurmountable,
they aren't. They
were built internally,
and they can be
destroyed internally.
By learning from the
real-world lessons
in this book,
leaders, managers,
and employees can
overcome barriers
that plague their**

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**company. It takes
courageous**

leadership, and it

can be difficult, but

the result will be

nothing less than

transformational.

Tools And Tactics

for Leading Change

in Your Organization

The Leadership

Factor

Leadership Agility

Buy-In

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Growing
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Resurgence: The
Four Stages of
Market-Focused
Reinvention
Strategic Agility
***“When it comes
to growing
revenues, not
all dollars are
equal.” In***

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**company after
company that
Sanjay Khosla
and Mohanbir
Sawhney
worked for or
researched,
they saw
businesses
taking on more
products, more
markets, more**

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**people, more ac
quisitions—addi
ng more of
everything
except what
really mattered:
sustainable and
profitable
growth. And in
many of these
companies —
large or small,**

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***from America to
Europe to Asia
— every quarter
became a mad
dash to find yet
another short-
term revenue
boost. There
had to be a
better way — an
alternative to
the scramble for***

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***mindless
expansion. The
answer lies in
Fewer, Bigger,
Bolder, a
market-proven,
step-by-step
program to
achieve
sustained
growth with
rising profits***

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and lower costs.
Agility For A
The authors
Faster Moving
World
prove that given
the right
incentives,
managers using
this program
can produce
astonishing
results in
amazingly short
time frames.

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***That's exactly
what Khosla
accomplished as
President of
Kraft's
developing
markets, which
enjoyed eye-
popping
revenue growth
from \$5 billion
to \$16 billion in***

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*just six years,
while
profitability
increased 50%.*

*Sawhney, a
professor at
Northwestern's
Kellogg School
of Management,
discovered a
similar formula
for stellar*

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**results when
advising a
portfolio of
businesses,
from Fortune
500 giants to
technology start-
ups. No matter
how big the
company or how
difficult the
economic**

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**environment,
managers who
use this seven-
step program
("Focus7") will
learn how to
make fewer but
bigger bets and
to create a
virtuous cycle of
growth. Fewer,
Bigger, Bolder**

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***crosses the
usual
boundaries of
strategy,
execution,
people and
organization. Its
framework
shows how you
can drive
growth by
targeting***

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resources
Agility For A
against
Faster Moving
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priorities,
simplifying your
operations, and
unleashing the
potential of
your people. By
challenging the
conventional
wisdom about
growth, Fewer,

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Bigger, Bolder is likely to ignite a vigorous debate throughout the business community. It's a game-changing book that couldn't be more timely. Or more needed. Practical

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**Guidance and
Inspiration for
Launching,
Sustaining, or
Improving Any
Agile Enterprise
Transformation
Initiative As
long-time
competitive
advantages
disappear,**

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astute
executives and
change agents
know they must
achieve true
agile
transformation.
In Unlocking
Agility, Jorgen
Hesselberg
reveals what
works, what

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***doesn't, and
how to
overcome the
daunting
obstacles.
Distilling 10+
years of
experience
leading agile
transformation
in the
enterprise,***

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**Hesselberg
guides you on
jumpstarting
change,
sustaining
momentum, and
executing
superbly on
customer
commitments as
you move
forward. He**

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**helps you
identify
appropriate
roles for
consultants,
optimize
organizational
structures, set
realistic
expectations,
and measure
against them.**

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He shares first-hand accounts from pioneering transformation leaders at firms including Intel, Nokia, Salesforce.com, Spotify, and many more. •

Balance building the right thing,

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***the right way, at
the right speed***

***• Design a
holistic***

***transformation
strategy using
five dimensions
of agility:***

***Technology,
Organizational
Design, People,
Leadership, and***

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**Culture •
Promote agile
skills,
knowledge, and
abilities
throughout your
workforce •
Incorporate
powerful
leadership
models,
including Level**

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**5, Teal, and
Beyond
Budgeting •
Leverage
business agility
metrics to affect
norms and
change
organizational
culture •
Establish your
Agile Working**

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Group, the
Agility For A
engine of agile
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transformation
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- **Define
operating
models and
strategic
roadmaps for
unlocking
agility, and
track your
progress You**

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already know
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agile
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transformation
is essential.

Now, discover
how to
customize your
strategy,
execute on it in
your
environment,
and achieve it.

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***The Agile
movement
provides real,
actionable
answers to the
question that
keeps many
company
leaders awake
at night: How do
we stay
successful in a***

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***fast-changing
and
unpredictable
world? Agile has
already
transformed
how modern
companies build
and deliver
software. This
practical book
demonstrates***

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**how entire orga
nizations—from
product
managers and
engineers to
marketers and
executives—can
put Agile to
work. Author
Matt LeMay
explains Agile in
clear, jargon-**

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***free terms and
provides
concrete and
actionable steps
to help any
team put its
values and
principles into
practice.***

***Examples from a
wide variety of
organizations,***

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***including small
nonprofits and
global financial
enterprises,
bring to life the
on-the-ground
realities of Agile
across
industries and
functions.
Understand
exactly what***

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**Agile is and why
it matters Use
Agile to address
your**

**organization's
specific needs
and goals Take
customer
centricity from
theory into
practice Stop
wasting time in**

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***"report and
critique"
meetings and
start making
better decisions
Create a
harmonious
cycle of
learning,
collaborating,
and delivering
Learn from Agile***

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experts at
companies like
IBM, Spotify,
and Coca-Cola
Make sales
coaching a daily
priority for top-
of-game staff
performance
Those who do it
right prove time
and time again

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**that sales
coaching works.
If you're one of
the many
managers yet to
reap the
benefits of sales
coaching, the
solution is in
your hands.
Based on one of
today's most**

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**popular sales
training
programs
Crushing Quota
breaks the
process down
into
manageable
components, so
you can make
sales coaching a
realistic,**

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**meaningful part
of your staff's
job. It all comes
down to three
critical points
that the vast
majority of sales
managers today
are missing:**

- Provide clear
direction for
sellers on how**

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**to get to
quota—for all
sales
roles • Ensure
effective
execution by
coaching the
right things, in
the right
measure,
executed the
right way**

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**• Assess seller
performance
and make timely
course**

**corrections It's
all about**

**helping your
people make the
best use of their
time and effort.**

**That's what
coaches do.**

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When a salesperson is skilled at making important decisions about which priorities to pursue and which ones to ignore to—results follow. It's that

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simple.

***Crushing Quota
teaches you
how to develop
the best
coaching
approach for
your teams and
their individual
sellers using
powerful
research-based***

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**best practices.
This is the
definitive guide
to making sales
coaching work
for any sales
team in any
industry.**

**Blue Ocean
Strategy
The Essential
Capabilities of**

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Teams and
Organizations
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Five Levels of
Mastery for
Anticipating and
Initiating**

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Transformation
Mastering
Turbulence
Creating
Business Agility

Enterprises must
achieve "true
agility" to sustain
businesses and
drive outcomes in

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this fast-paced,
competitive, and
rapidly-changing
environment. This
book is specially
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thought leaders
who are leading
agile
transformation
efforts, coaching
agile or lean

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frameworks,
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implementing
Faster Moving
OKRs, or bringing
World
more business
agility to their
enterprise. With
step-by-step
instructions,
inspiring quotes,
and real-world
examples, this
book offers

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everything you
need to know in
order to achieve
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(EA), including but
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House of
Enterprise Agility
and its 6 Pillars
Planning Agility
Funding Agility
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Leadership Agility
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HR Agility Role of
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OKRs (Objectives
and Key Results)
Real-world
examples for well-
written and poorly-
written OKRs Join
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In his international bestseller "Leading Change," Kotter provided an action plan for implementing successful transformations.

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his framework:
creating a sense of
urgency by getting
people to actually
see and feel the
need for change.
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book on the future
of work, *Work
Disrupted:
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alternative to books on the topic that lack a broad perspective or dwell on the problems rather than offer solutions. Timely and insightful, the book includes the impact of Covid-19 on our present and future

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reader's journey
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flow freely among
teams, across
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