



**Berrett-Koehler  
Publishers**

**Spring 2018 Catalog**

BK Life

BK Currents

BK Business



**Welcome to our new partners: Penguin Random House Publisher Services!**



**Connecting people and ideas  
to create a world  
that works for all**



BK

# Berrett-Koehler Publishers



Connecting People and Ideas to Create a World That Works for All

Dear Reader,

The cover of this catalog reflects big news for Berrett-Koehler Publishers. As of January 2018, all Berrett-Koehler titles will be sold and distributed around the world through industry-leader Penguin Random House Publisher Services (PRHPS)—which is the distribution services arm of Penguin Random House and which represents such distinguished independent presses as National Geographic, Beacon Press, and Rizzoli. On the catalog cover is a photo of PRHPS leaders, sales reps, and staff along with publishing company attendees at the annual Client Summit that PRHPS puts on for its clients.

Previously, Berrett-Koehler titles have been distributed in the United States through Ingram Publisher Services and in other countries through Raincoast Books (Canada), McGraw-Hill Book Co. Europe, McGraw-Hill Education (Asia), HarperCollins Publishers India, and Eurospan Australia. These distributors have been wonderful partners with Berrett-Koehler, and we are grateful for their many years of helping us expand our sales and distribution.

It is an indication of Berrett-Koehler's growing brand and stature that we are able to move our trade distribution now to the distribution arm of the largest trade-book publisher in the world, which will offer many advantages to Berrett-Koehler and to our authors. Penguin Random House enjoys the largest US sales forces and also the largest international sales forces calling on chain bookstores, independent bookstores, special sales accounts, and other bookselling accounts all over the world. Moreover, Penguin Random House has the most advanced supply chain in the world for broad, timely, and efficient distribution of books across all channels.

We expect to generate both increased sales of BK titles and operational efficiencies by consolidating BK's worldwide trade sales and distribution from our current multiple distributors to PRHPS. And this benefit will not be just for forthcoming BK titles—it will also be for previously published BK titles. One of the great strengths of PRHPS is tapping into the world-class Penguin Random House systems for working with bookselling accounts to close gaps in distribution and improve bookstore stocking of books (particularly when books are selling well in some accounts but have inadequate distribution in other accounts).

It should be noted that this distribution shift applies only to printed copies of BK publications. We will continue to manage distribution of BK e-books through Ingram CoreSource, which is the industry leader for digital distribution. And we will continue to maintain BK's extensive network of digital distribution partners, which is one of the largest and most comprehensive in the world (and one of the reasons why BK's digital revenues have continued to grow while digital revenues have fallen in the publishing industry as a whole).

We will be happy to answer any questions that you might have about this important move forward for Berrett-Koehler Publishers.

All the best,

Steven Piersanti  
President and Publisher

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*Front cover:* Penguin Random House Publisher Services staff and client publishers at the annual Client Summit.



Berrett-Koehler is both a B Corporation and a California Benefit Corporation—a certification and a for-profit legal status that require us to meet rigorous standards of social and environmental performance, accountability, and transparency.

Ken Blanchard and Renee Broadwell, Editors

Foreword by John Maxwell

# Servant Leadership in Action

## How You Can Achieve Great Relationships and Results

We've seen the negative impact of self-serving leaders in every sector of our society. Not infrequently, they end up bringing down their entire organization. But there is another way. Servant leaders lead by serving their people, not by exalting themselves. In this collection, edited by legendary business author and lifelong servant leader Ken Blanchard and his longtime editor Renee Broadwell, leading businesspeople, bestselling authors, and spiritual leaders offer tools for implementing this proven—but for some, still radical—leadership model.

The book is organized into six parts. Part One, "Fundamentals of Servant Leadership," describes basic aspects of servant leadership. Part Two, "Elements of Servant Leadership," highlights some of the different points of view of servant leaders. Part Three, "Lessons in Servant Leadership," focuses on what people have learned on a personal level from observing servant leadership in action. Part Four, "Exemplars of Servant Leadership," features people who have been identified as classic servant leaders. Part Five, "Putting Servant Leadership to Work," offers firsthand accounts of people who have made servant leadership come alive in their organizations. Part Six, "Servant Leadership Turnarounds," illustrates how servant leadership can dramatically impact both results and human satisfaction in organizations.

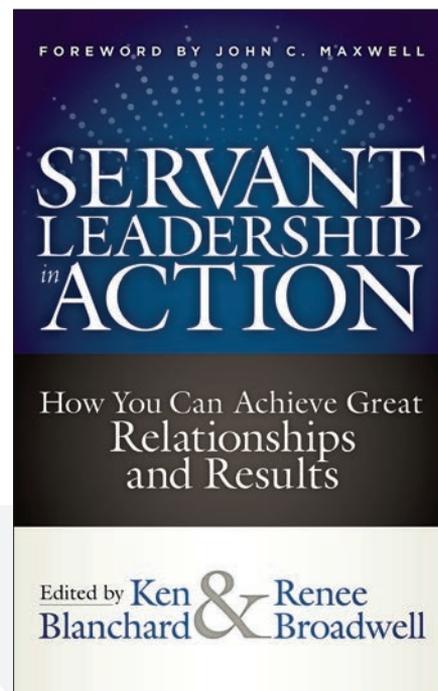
This is the most comprehensive guide ever published for what is, in every sense, a better way to lead.



**Ken Blanchard** is the founder and chief spiritual officer of The Ken Blanchard Companies. His books have combined sales of more than 21 million copies in forty-two languages. Ken is also cofounder of Lead Like Jesus, a nonprofit organization dedicated to inspiring and equipping people to be servant leaders. **Renee Broadwell** is an editor at The Ken Blanchard Companies, with more than a decade of experience producing books on business and leadership.

### Complete list of contributors, in alphabetical order:

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Art Barter	Stephen M. R. Covey	Chris Hodges	Neal Nybo
Richard Blackaby	Holly Culhane	Laurie Beth Jones	Dave Ramsey
James H. Blanchard	Jim Dittmar	Jim Kouzes and	Garry Ridge
Margie Blanchard	Jim Ferrell	Barry Posner	Mark Sanborn
Robin Blanchard	Mark A. Floyd	Patrick Lencioni	Simon Sinek
Brené Brown	Jeff Foley	Rico Maranto	Raj Sisodia
John Hope Bryant	Marshall Goldsmith	John Maxwell	Larry Spears
Shirley Bullard	Jon Gordon	Erwin P. McManus	



- **Unparalleled coverage:** No other book offers the depth and breadth of coverage of the topic on servant leadership.
- **Wide range of contributors:** Features chapters by bestselling authors, leading executives, and prominent faith leaders, offering a multitude of perspectives.

**Publication date: March 2018**

**\$26.95, hardcover**

**264 pages, 6 1/8" x 9 1/4"**

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**Business**

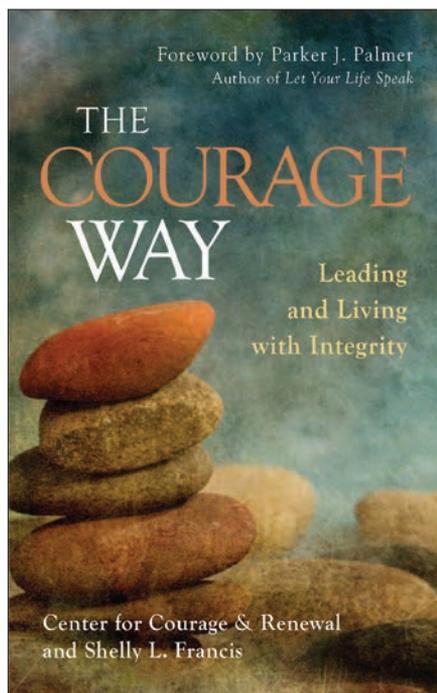
**Rights: world**

Center for Courage &amp; Renewal and Shelly L. Francis

Foreword by Parker J. Palmer

# The Courage Way

## Leading and Living with Integrity



- **Proven in practice:** *The Courage Way* is based on the principles and practices of the Circle of Trust approach, developed and refined for over twenty-five years by Parker Palmer's Center for Courage & Renewal.

- **Beautiful and down-to-earth:** Shelly Francis combines thought-provoking reflections with the often-moving real-world experiences of leaders finding courage as they face a variety of personal and professional challenges.

**Publication date:** February 2018

**\$24.95, hardcover**

**200 pages, 6" x 9"**

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**Leadership/Personal Growth**

**Rights: world**

Leadership can be exhausting, lonely, frustrating, disappointing, and downright discouraging. You have to make good decisions while balancing inevitable tensions and knowing when to take risks. You need to keep your values in sight regardless of the pressures around you and stay calm in the storms that arise. At its core, leadership is a daily, ongoing practice, a journey toward becoming your best self and inviting others to do the same. And at the heart of this daily practice is courage.

And that's where *The Courage Way* comes in. It's a guide to leadership that names and explores this important resource and shows leaders how to access and draw upon courage in all that they do. It has its roots in the work of Parker J. Palmer, who in fifty years of teaching, speaking, and writing has explored the human spirit—what he has called “the inner landscape”—and its role in life and leadership.

Shelly Francis identifies key ingredients needed to cultivate courage, the most fundamental being trust—in ourselves and in each other. She describes the Center for Courage & Renewal's Circle of Trust approach, centered around eleven “touchstones,” poetic and practical operating guidelines for holding the meaningful conversations of inner work and trust building. Each chapter features true stories of how leaders in all kinds of settings have overcome challenges and strengthened their organizations through touchstones like “Extend invitation, not demand,” “No fixing, saving, advising, or correcting,” and “When the going gets rough, turn to wonder.”

This graceful and inspiring book is a guide to courageous leadership and a journey of self-discovery—the two are inextricable. As Francis writes, “Courage is not only in you—it is you. In your moments of courage, that's when you meet your true self.”



**Center for Courage & Renewal**, a nonprofit founded in 1997 by Parker J. Palmer, has a network of nearly 300 facilitators worldwide. More than 5,000 people participate in Courage & Renewal programs and retreats each year. **Shelly L. Francis** has been the marketing and communications director at the Center for Courage & Renewal since mid-2012.

### Contents

Foreword by Parker J. Palmer

Preface: A Word from the Voice between the Lines

It Takes Courage

Introduction: Why Courage?

1. What Is the Courage Way?

2. The Inner Work of Leadership

3. Have You Met Your True Self?

4. Courage Takes Trust

5. Reflection in Community

6. The Courage to Care for True Self

7. The Courage to Answer Your Calling

8. The Courage to Question and Listen

9. The Courage to Hold Tension in Life-Giving Ways

10. The Courage to Choose Wisely

11. The Courage to Connect and Trust in Each Other

12. The Courage to Stay or to Leave

Laura Stack

# Faster Together

## Accelerating Your Team's Productivity

There are more roadblocks to productivity today than ever before. Everyone who works must deal with countless emails, constant communication, cascading deadlines, and seemingly endless meetings. These can be managed efficiently, or they can be a huge time suck. When you're surrounded by slow-moving coworkers, you're stuck in a traffic jam of sorts. What makes the difference isn't individuals working harder or faster or smarter but "teaming well."

You have at your disposal what Stack calls "the most powerful productivity machine in existence": your team. Individual productivity is just the beginning of business profitability; the real winner is team productivity. A good team can accomplish more, and more quickly, than any one Lone Ranger. Yes, there are always stars—in sports, Peyton Manning, Mia Hamm, and Stephen Curry come to mind—but they couldn't do their jobs without the rest of the team doing theirs.

Bestselling author Laura Stack's FAST model mobilizes teams to be the most effective they can be, while keeping each other's best interests at heart. Using her original model, teams learn to work together Fairly, accept Accountability, apply Systems Thinking, and maximize available Technology. An interactive assessment helps you evaluate your team's current speed and rate of acceleration.

By the end of this book, you'll truly understand the abilities of your team. Team members will ask themselves, "How can I help my team go faster together?" You work to save everyone else time, and they work to save you time. For your business to win, everyone must contribute. As Stack puts it, "Team up; don't slow down!"

So, rev your team's engines, and you'll soon be roaring down the track together!



**Laura Stack**, MBA, CSP, CPAE, AKA "The Productivity Pro," is an award-winning keynote speaker, bestselling author, and noted authority on sales, leadership, and team productivity. She is president and CEO of The Productivity Pro, Inc. For more than twenty-five years, she has helped associations and Fortune 1000 corporations improve output, increase speed in execution, and save time in the office.

### Contents

The F-A-S-T Team Model

The FAST Team Test

#### Key 1: Fairness

Accelerator 1. Building Relationships

Accelerator 2. Handling Conflict

Accelerator 3. Improving Cohesiveness

#### Key 2: Accountability

Accelerator 4. Trusting Your Team Members

Accelerator 5. Accepting Responsibility

Accelerator 6. Maximizing Performance

#### Key 3: Systems

Accelerator 7. Making Effective Decisions

Accelerator 8. Managing Time

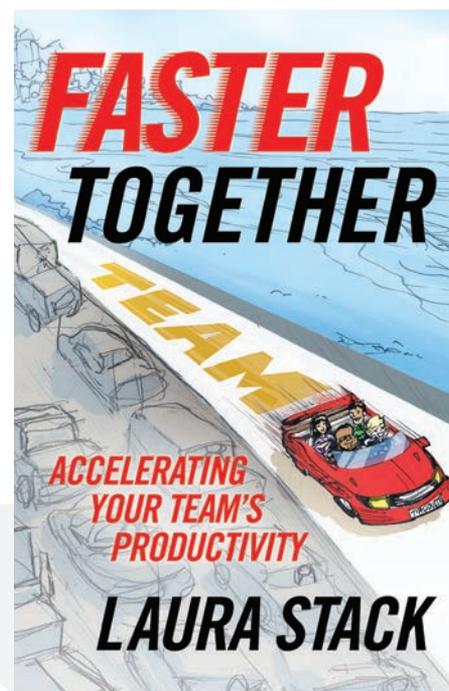
Accelerator 9. Increasing Efficiency

#### Key 4: Technology

Accelerator 10. Using Proper Communication

Accelerator 11. Meeting Effectively

Accelerator 12. Following Protocols



- **Bestselling author:** Laura Stack's three most recent books—*Doing the Right Things Right*, *Execution IS the Strategy*, and *What to Do When There's Too Much to Do*—have collectively sold nearly 75,000 copies worldwide.
- **In-demand productivity expert:** Laura Stack's client list includes top Fortune 500 companies, including Starbucks, Wal-Mart, Aramark, Bank of America, GM, and Time Warner, plus government agencies including the IRS, US Air Force Academy, Census Bureau, US Senate, and Department of Defense.

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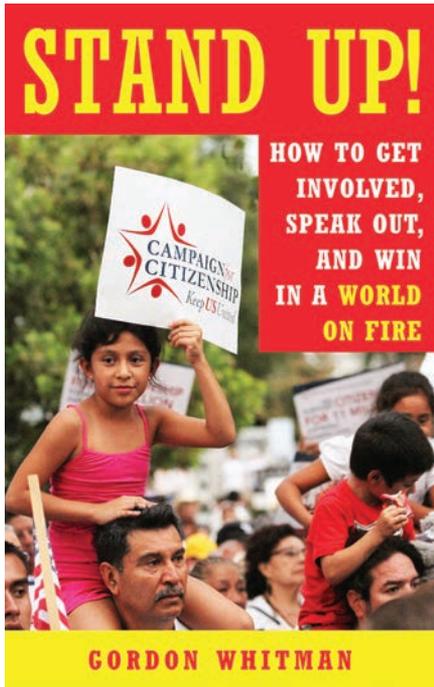
**Business**

**Rights: world**

Gordon Whitman

# Stand Up!

## How to Get Involved, Speak Out, and Win in a World on Fire



- **A veteran organizer tells what works:** Whitman has been leading successful campaigns for social change since 1993—he shares what he’s learned in this book.
- **There’s no app for it:** Only forging personal connections through in-person, face-to-face conversations will allow us to build effective movements for social change—Whitman shows how it’s done.

**Publication date:** January 2018

**\$17.95, paperback**

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**Current Affairs**

**Rights: world**

A society that actively combats racism, treats climate change as a serious threat, and ensures that all people have a living wage and a decent life for themselves and their families is not a progressive pipe dream. Victories are being won every day, all over the country. But they didn’t happen just by clicking “donate” on a website. Gordon Whitman says that fundamental change demands forming the kind of face-to-face relationships that have sustained every social movement in history.

For two decades, Whitman has been working with Faith in Action to equip tens of thousands to fight racial discrimination and economic injustice. In this book, he describes five kinds of conversations that enable people to create organizations that can overcome the forces of oppression and reaction.

The first conversation to have is with ourselves, to make sure we’re clear about our purpose and in it for the long haul. Then we need to share the personal story of how we came to this point with others—there is no more powerful way to connect. They in turn will share their stories, and then we can have the third conversation, about becoming a team. The team talks to people they know about their concerns and priorities, building a broad base of supporters. Then, with our base at our back, we can have that final conversation, directly confronting the powers that be.

Of course, this isn’t as simple as it sounds. Appropriately enough, Whitman uses stories, his own and others, to illustrate how best to handle these conversations and to show how they work together to build a movement. We can’t just sit on the sidelines sharing angry social media posts or signing online petitions. We need to get directly involved, reach out, knock on doors, and bring our whole selves to the table if the changes our country so desperately need are ever going to come.



**Gordon Whitman** is deputy director of Faith in Action, 45 grassroots organizations with a membership of 3,000 faith institutions and 2.5 million people, working in 240 cities and towns in 21 states. As a community organizer, legal services lawyer, and strategist, he has helped working families build strong and effective community organizations for over 20 years.

### Contents

Introduction: A Survival Guide

1. Pulling It All Together
2. A World on Fire—Understanding Who’s Profiting from Injustice and What Can Be Done about It
3. Purpose—Preparing Emotionally for the Fight of Your Life
4. Story—Building Relationships That Move People to Action
5. Team—Finding a Home Base in a Movement for Change
6. Base—Recruiting a Following You Need to Lead
7. Power—Winning Social Change
8. Conclusion: What’s Next?

## Bertrand Badré

Forewords by Emmanuel Macron, President of the French Republic, and Gordon Brown, former Prime Minister of the United Kingdom

# Can Finance Save the World?

## Regaining Power over Money to Serve the Common Good

Just as Thomas Piketty offered a sweeping critique and progressive reassessment of capitalism, former World Bank Group chief financial officer Bertrand Badré looks at the destructive role finance played in the global economic crisis of 2007–2008 and offers a bold prescription for making it a force for good.

Badré says that finance is inherently neither good nor bad. It's just a tool—the most powerful tool on earth. Used correctly, it can be at the heart of the way we address many of the world's biggest problems, ranging from climate change to the eradication of poverty to building much-needed infrastructure. He describes innovations in financial tools and approaches that are already happening around the world and looks at the role regulation can play in channeling the power of finance in a positive direction. He details options for strengthening international cooperation for financial stability and prosperity and overcoming the blinkered nationalism currently on the rise. And he tells what is working and what needs to change in financing the sustainable development of the world.

This book is rich with practical examples, some developed by Badré himself. For instance, he describes how at the World Bank he devised an innovative way to use insurance, a financial tool rarely considered in international development, to buttress fragile emerging economies against natural disasters and pandemics. Initiatives like these show that, as Badré writes, “when controlled and used intelligently, with benevolence and inventiveness, finance can accomplish great things.”



**Bertrand Badré** is CEO and founder of BlueOrange Sustainable Capital. Previously, he was managing director and chief financial officer of the World Bank Group. Prior to that he was chief financial officer at two of the world's largest banks, Crédit Agricole and Société Générale Group, and a partner of Lazard.

### Contents

Introduction: Finance at the Crossroads

#### Part One: How We Were Almost Led to Ruin but Can Still Fight Back

1. High Hopes from the Millennium Summit
2. The 2007–08 Financial Crisis
3. One Main Lesson: Trust Is Gone
4. Great Hope II: All Together Now
5. Renewed Centrifugal Forces
6. Frustration and Political Unrest
7. Humanity at a Crossroads

#### Part Two: Resetting Finance for the Benefit of All

8. Back to Basics
9. The New Names of the Game

10. A Silent Revolution Is On

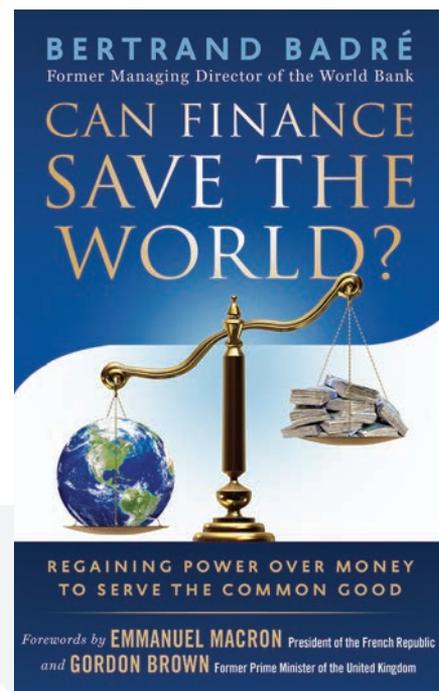
#### Part Three: Finance at the Heart of Renewed International Cooperation

11. A Miracle to Be Preserved
12. Time to Adjust Though

#### Part Four: Finance Serving Common Good and the Sustainable Development of the World

13. The Multilateral Banks as a Laboratory?
14. Pushing Back or Extending the Frontiers of Development Finance
15. Using the Financial Cement
16. The Principle Put into Action

Conclusion: The Choice Is Ours



- **Distinguished, uniquely qualified author:** Bertrand Badré is currently a cochair of the World Economic Forum's Global Future Council for Sustainable Development and was chief financial officer of the World Bank Group. Nobody is better qualified to propose reforms for international finance.

- **Comprehensive critique:** Other writers have picked at the edges, but Badré goes right to the heart of the dysfunctions plaguing global finance and proposes fundamental changes.

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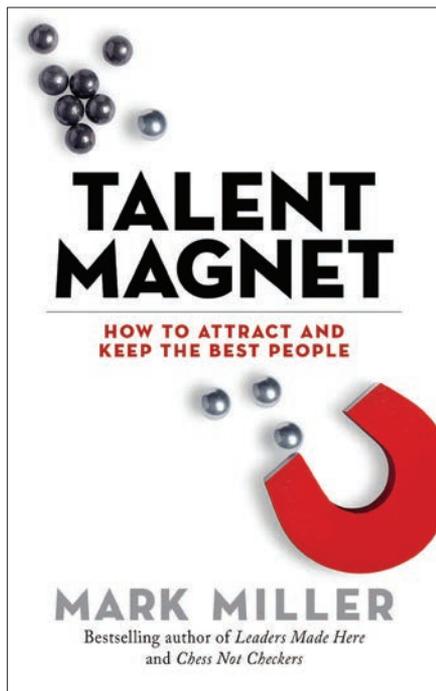
**Business/International Development**

**Rights: world**

Mark Miller

# Talent Magnet

## How to Attract and Keep the Best People



There is a long-standing truth in the world of organizations: talent wins! But how do you attract the best people? What do they really want? Based on his rigorous and extensive research, Mark Miller learned that top performers are looking for very different things than solid contributors.

In *Talent Magnet*, Miller uses a clever and entertaining business fable to share these findings. He tells the parallel stories of Blake Brown, a CEO struggling with winning the war for talent, and Blake's sixteen-year-old son Clint, who is trying to get his first job so he can raise money to buy a well for a village in Africa.

Blake reaches out to leaders in other industries and works with his team to solve the puzzle of making his organization a destination for exceptional performers. But he also learns from his son. Listening to Clint and his friends compare notes on the companies they've worked for that summer, ranging from the awful to the inspirational, Blake realizes they want the same three things out of a job as any top performer in a Fortune 500 company.

Miller identifies these three critical aspects of a true talent magnet and explores the deeper meaning of each. He pulls back the curtain on what leaders can do to find and retain the very best people—a strategic need every leader faces.

- **Bestselling author:** Mark Miller's books have collectively sold 1,000,000 copies worldwide, and he speaks and blogs extensively on leadership.
- **Solid research base:** This book is based on extensive research—thousands of top performers were interviewed for the surveys that comprise the backbone of this work.

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**Business**

**Rights: world**



**Mark Miller** started his Chick-fil-A career in 1977, working as an hourly team member. Since then, he has provided leadership for Corporate Communications, Field Operations, Quality and Customer Satisfaction, Training and Development, Organizational Effectiveness, and Leadership Development. Miller's desire to encourage and equip leaders has taken him around the globe. He is the author of five books, two coauthored with Ken Blanchard.

### Contents

The War for Talent	The Answer
Do Something	Next Steps
The Challenge	A Better Boss
The Research	Why Not?
Why Top Talent?	A Brighter Future
The Search	Validation
Huddle Time	A Bigger Vision
Panning for Gold	Do It Now
More Than a Job	Tell the Story
Diamonds in the Rough	Launch
Breakthrough	Celebrate!
Risky Business	About the Research
Lesson Learned	

Stephen Murphy-Shigematsu

# From Mindfulness to Heartfulness

## Transforming Self and Society with Compassion

Mindfulness has become a mainstay of modern life. Millions have found it to be a powerful tool for reducing stress, enhancing attention, and instilling tranquility—but Stephen Murphy-Shigematsu insists it can be so much more.

As mindfulness has moved from East to West, Murphy-Shigematsu believes something has been lost in translation. The utilitarian approach has widened its appeal but narrowed its potential. From years of practice, he's discovered mindfulness is not just a way to clear your head—it can transform you, make you more fully awake, alive, and aware of your connection to all beings. In Japanese, the character that best expresses mindfulness, 念, consists of two parts—the top part, 今, meaning “now,” and the bottom part, 心, meaning “heart.” It's that second part that Murphy-Shigematsu wants to restore.

Heartfulness consists of mindfulness, compassion, and responsibility. Its eight principles—beginner's mind, vulnerability, authenticity, connectedness, listening, acceptance, gratitude, and service—are ways of realizing the original intent and full possibilities of mindfulness practice. Underlying it all is Murphy-Shigematsu's strong belief that the deepest expression of an awakened mind is found in our relation to others. He uses stories from his own life as the son of an Irish immigrant father and a Japanese mother, a professor in Japan and America, a psychotherapist, a father, and a husband to encourage each of us to reflect on how these principles can be manifested in our daily lives.

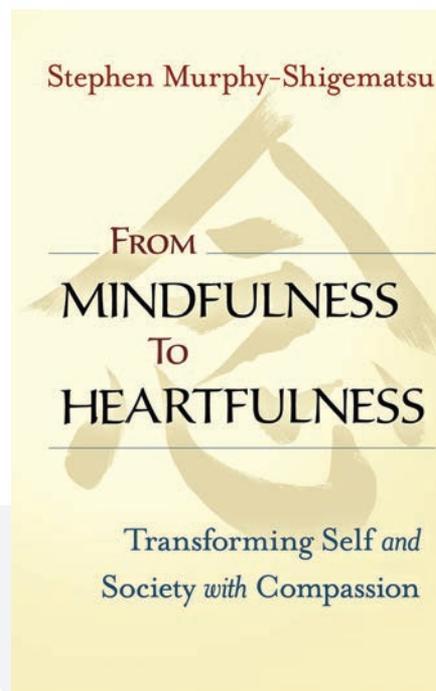
There is too much mind in mindfulness today. It shouldn't just be about thinking and relaxing—Murphy-Shigematsu shows us how much more enlightening an experience it can be when we add caring and a concern for our fellow beings to the practice.



**Stephen Murphy-Shigematsu** is a psychologist with a doctorate from Harvard University and training in yoga, meditation, and Chinese medicine. He was a tenured professor at the University of Tokyo from 1994 to 2005 and has been on the faculty at Stanford from 2002 to 2005 and 2008 to present. He is the author of *Multicultural Encounters* and *When Half Is Whole*, coauthor of *Synergy, Healing and Empowerment*, and author of a Japanese bestseller, *The Stanford University Mindfulness Classroom*.

### Contents

1. Beginner's Mind
2. Vulnerability
3. Authenticity
4. Connectedness
5. Listening
6. Acceptance
7. Gratitude
8. Service



- **Mindfulness as it was meant to be:** More than just a way to become focused and efficient, mindfulness was always intended to open our hearts and create a profound awareness of interconnection—Murphy-Shigematsu restores this original intention.
- **An author who encompasses East and West:** Murphy-Shigematsu has deep personal and professional roots in both America and Japan, making him particularly qualified to write this book.

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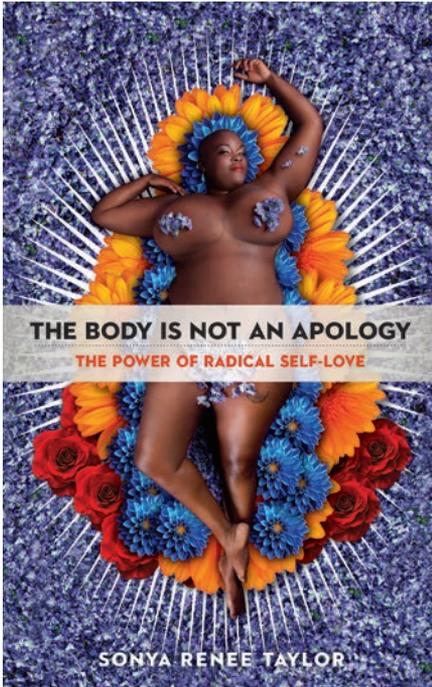
**Spirituality/Personal Growth**

**Rights: world**

Sonya Renee Taylor

# The Body Is Not an Apology

## The Power of Radical Self-Love



- **Transforms body positivity into a practical tool of resistance:** In a time when all kinds of bodies are under attack, Taylor helps readers to live Audre Lorde’s famous quote, “Caring for myself is not self-indulgence, it is self-preservation, and that is an act of political warfare.”
- **Author at the center of a global movement:** TheBodyIsNotanApology.com—Sonya Renee Taylor’s work reaches over a million readers each month in over 140 countries.

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Current Affairs

Rights: world

Against a global backdrop of war, social upheaval, and personal despair, there is a growing sense of urgency to challenge the systems of oppression that dehumanize bodies and strip us of our shared humanity. Rather than feel helpless in the face of oppression, world-renowned activist, performance poet, and author Sonya Renee Taylor teaches us how to turn to the power of radical self-love in her new book, *The Body Is Not an Apology*. Radical self-love is the guiding framework that transforms the learned self-hatred of our bodies and the prejudices we have about other people’s bodies into a vision of compassion, equity, and justice.

In a revolutionary departure from the corporate self-help and body-positivity movement, Taylor forges the inextricable bond between radical self-love and social justice. The first step is recognizing that we have all been indoctrinated into a system of body shame that profits off of our self-hatred. When we ask ourselves, “Who benefits from our collective shame?” we can begin to make the distinction between the messages we are receiving about our bodies or other bodies and the truth.

This book moves us beyond our all-too-often hidden lives, where we are easily encouraged to forget that we are whole humans having whole human experiences in our bodies alongside others. Radical self-love encourages us to embark on a personal journey of transformation with thoughtful reflection on the origins of our minds and bodies as a source of strength. In doing this, we not only learn to reject negative messages about ourselves but begin to thwart the very power structures that uphold them.

Systems of oppression thrive off of our inability to make peace with bodies and difference. Radical self-love not only dismantles shame and self-loathing in us but has the power to dismantle global systems of injustice—because when we make peace with our bodies, only then do we have the capacity to truly make peace with the bodies of others.



**Sonya Renee Taylor** is an activist, an international award-winning performance poet, and the founder and radical executive officer of The Body Is Not an Apology. She has been featured on HBO, BET, MTV, NPR, PBS, CNN, Oxygen, MSNBC.com, and Today.com, and in the *New York Times*, *New York Magazine*, *USA Today*, *Huffington Post*, and many more. She has spoken at the White House on the intersection of LGBTQIAA and disability issues.

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Prologue

1. Making Self-Love Radical
2. Shame, Guilt, and Apology—Then and Now
3. Building a Radical Self-Love Practice in an Age of Loathing
4. A New Way Ordered by Love
5. Your Radical Self-Love Toolkit

Conclusion

Radical Resources

Michael C. Bush, CEO, and the  
Great Place to Work Research Team

Foreword by Dan Ariely

# A Great Place to Work for All

**Better for Business, Better for People, Better for the World**

For twenty years, Great Place to Work has published its gold-standard list of the 100 Best Companies to Work For, which appears first in *Fortune* magazine. But its latest research shows that what was good enough to be a “great” workplace ten or twenty years ago is not good enough now. CEO Michael C. Bush and his team connect the dots to show how the emerging economy is about developing every ounce of human potential.

Today’s business climate is defined by speed, rapidly evolving social technologies, and customers and employees who expect values, not just value. As a result, leaders have to create an outstanding culture for all, no matter who they are or what they do for the organization. They must build a Great Place to Work For All.

The authors share new research on how Great Places to Work For All outperform in the stock market and grow revenue three times faster than less-inclusive rivals. Bush and his team tell surprising, inspiring stories about how closing gaps in the work experience between groups of employees pays off for everyone. They document the ways Great Places to Work For All benefit the individuals working there and contribute to a better global society. And they introduce a new leadership framework, showing the advantages of what the authors define as Level 5 “For All” leaders.

The times demand executives who not only are business savvy but are devoted to fairness, have deep faith in people, and empower all individuals to reach their full potential. This is a call to lead so organizations bring out the best in everyone.



**Michael C. Bush** is CEO of Great Place to Work. He was a member of President Obama’s White House Business Council and served previously as president of the 8 Factors, an online learning organization, as well as CEO of Tetra Tech Communications, which he grew from \$40 million to \$300 million in revenues. **Great Place to Work** is the global authority on high-trust, high-performance workplace cultures, with offices in over fifty countries across six continents.

## Contents

Introduction: A Great Place to Work for All

### Part One: Better for Business

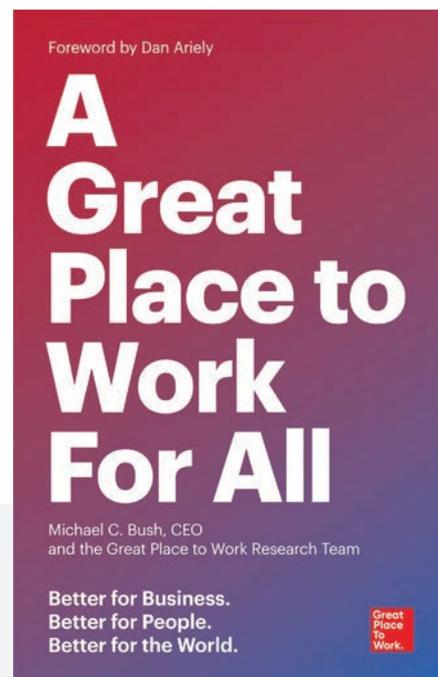
1. More Revenue, More Profit
2. A New Business Frontier
3. How to Succeed in the New Business Frontier
4. Maximizing Human Potential Accelerates Performance

### Part Two: Better for People, Better for the World

5. When the Workplace Works for Everyone
6. Better Business for a Better World

### Part Three: The “For All” Leadership Call

7. Leading to a Great Place to Work for All
- Conclusion: The For All Rocket Ship?  
Afterword



- **From the true workplace experts:** Great Place to Work has been researching and publishing its annual 100 Best Companies to Work For lists for two decades—the company has an unrivaled breadth of knowledge and expertise.
- **What it takes to succeed today:** The workplace is changing, and in this book, Great Place to Work reveals the new key to success: maximizing the human potential in your organization.

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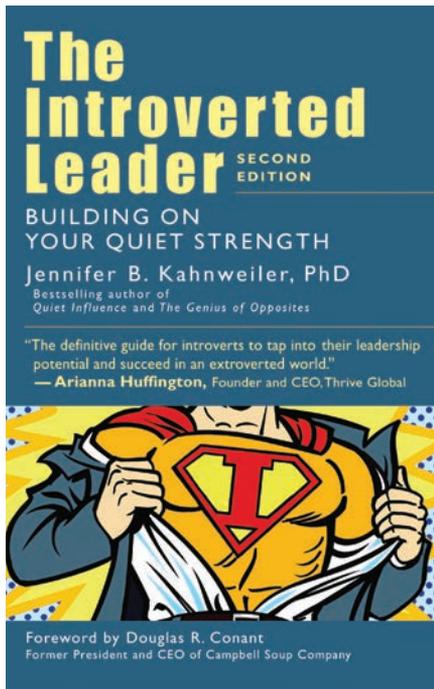
Business

Rights: world

Jennifer B. Kahnweiler, PhD

# The Introverted Leader

## Building on Your Quiet Strength, Second Edition



- **New edition of a classic:** The first edition, published in 2009, was a pioneering book that has been translated into sixteen languages.
- **Highly practical:** Includes a newly revised self-assessment to pinpoint where to amplify your quiet strengths and a straightforward four-step process to customize to succeed in the workplace on your own terms.

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Business

Rights: world

"Finally, a book that recognizes the immense value that introverts bring to the workplace."

—Daniel Pink, author of *Drive* and *When*

A prevailing myth is that a big, vibrant personality is needed to succeed in the workplace, but often the quietest people have the loudest minds. Unfortunately, in our extroverted business culture, introverts can feel excluded, overlooked, or misunderstood. Jennifer Kahnweiler shows that introversion is a source of strength. Just look at Arianna Huffington and Mark Zuckerberg, two introverts who have learned to be themselves and thrive in type A work environments.

This revised and expanded second edition draws on new research, interviews, and insights from thousands of introverted leaders, including fresh information on the unique challenges faced by introverted women; how leaders can shape a more inclusive, introvert-friendly workplace; the brains of introverts; and the correlation between introverted leadership and company performance.

Kahnweiler lays out a well-tested progressive four-step strategy called "The 4 Ps Process" for succeeding in the workplace by building on your natural quiet strengths. First, *preparation*: carefully devise a game plan for any potentially anxiety-provoking situation. Then, *presence*: knowing you're prepared, be completely focused on the present moment. Then you can *push*—go beyond your comfort zone. And finally, *practice, practice, practice*.

A newly revised quiz helps pinpoint where to amplify your quiet strengths and when to consider flexing your style. Kahnweiler shows exactly how to apply the 4 Ps in areas that can be particularly challenging for introverts—including networking, making presentations, and handling meetings. Aspiring leaders will be able to contribute more fully to their organization while staying true to themselves and serve as models and mentors to others as they move forward in their careers.



**Jennifer B. Kahnweiler**, PhD, CSP, is known as the "champion for introverts." As a keynote speaker, she has shared her message about harnessing introvert power around the world, including in Vietnam, Australia, Germany, and Paraguay. Her clients include GE, NASA, Freddie Mac, and Boeing. She is a faculty member of the American Management Association and she has been featured in the *Wall Street Journal*, *Forbes*, and *Fortune*. She is also the author of *Quiet Influence* and *The Genius of Opposites*.

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Foreword by Douglas R. Conant

Introduction: What Is an Introverted Leader?

1. Six Key Challenges for Introverts

2. Unlocking Success: The 4 Ps Process

3. The Introverted Leader Quiz

4. Leading People and Projects

5. Delivering Powerful Presentations

6. Leading and Participating in Meetings

7. Networking Your Way

8. Communicating and Coaching for Results

9. Managing Up

10. Results of Using the 4 Ps Process

11. What's Next? Continuing to Build on Your Quiet Strength

John Izzo and Jeff Vanderwielen

# The Purpose Revolution

## How Good Leaders Create Engagement and Competitive Advantage in an Age of Social Good

We're in the midst of a purpose revolution. Customers, employees, and investors are making it clear that they want more than good products, good prospects, and good profits—they want companies to do some social good too.

But just crafting an inspiring new mission statement and starting a CSR program won't cut it, says John Izzo, who predicted the purpose revolution in his 1994 book *Awakening Corporate Soul*. In this thoroughly researched hands-on guide, Izzo and Jeff Vanderwielen provide a tool kit for deeply embedding purpose into your leadership and organizational culture.

Izzo and Vanderwielen help leaders find a truly authentic purpose, one that is a natural fit for them and their organization. They describe concrete actions leaders can take to ensure that employees own it, customers and recruits connect with it, and every corporate action and activity reflects it. They show leaders how to avoid common pitfalls on the path to purpose and how to use purpose to guide all their decision making.

Purpose gives you a powerful competitive advantage—purpose-driven companies do better on nearly every traditional metric: greater customer loyalty, higher retention, more innovation, and a healthier bottom line. But it does more than that. Finding and communicating an inspiring purpose will revitalize the entire organization, top to bottom. Purpose makes business more rewarding in every sense.



**John Izzo** is president of Izzo Associates. He has spoken to over one million people and advised over 500 companies, including IBM, Qantas, the Mayo Clinic, Verizon, Walmart, DuPont, Humana, and Microsoft. He is the author or coauthor of six books, including *The Five Secrets You Must Discover Before You Die* and *Stepping Up*. **Jeff Vanderwielen**

is vice president of consulting at Izzo Associates and a former senior change consultant at Ernst & Young. He has worked with over 200 companies on creating major change strategies and has coached several thousand leaders.

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  6. Drive Job Purpose, Not Job Function
  7. Get Hands on Purpose
  8. Create a Clear Line of Sight to Purpose
  9. How to Win Talent in the Purpose Revolution
  10. Seven Practices to Thrive in an Age of Social Good
- Conclusion: You Can Change the World

"An important and timely book on how to lead with purpose."  
—PAUL POLMAN, CEO, UNILEVER

# THE PURPOSE REVOLUTION

HOW LEADERS  
CREATE **ENGAGEMENT** AND  
**COMPETITIVE ADVANTAGE**  
IN AN AGE OF **SOCIAL GOOD**

**JOHN IZZO AND  
JEFF VANDERWIELEN**

- **Bestselling author:** John Izzo's books have sold over 600,000 copies, and he speaks annually at sixty to seventy-five corporate events.
- **Practical guidebook to purpose:** This book is far more than just an argument for the importance of purpose—it tells leaders precisely how to implement it in an authentic, effective way.

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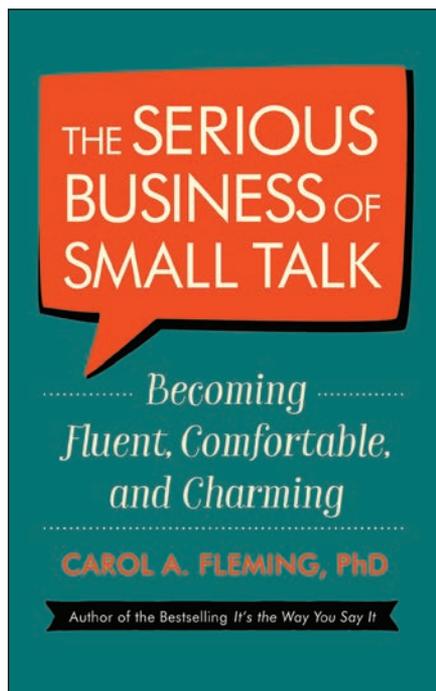
**Business**

**Rights: world**

Carol A. Fleming, PhD

# The Serious Business of Small Talk

## Becoming Fluent, Comfortable, and Charming



You walk into a room full of strangers and you immediately freeze—wait, no you don't. Instead, you start some light, easy banter with the group of people closest to you. Then you move on to another group. At the end of the event, you leave with a whole new set of connections. It's not an impossible dream.

No communication skill is more important than small talk, says communication coach Carol Fleming. It's how you negotiate the beginning of all relationships. What is more, Fleming reveals, contrary to what most people say, they actually love small talk. Very few of us don't enjoy shooting the breeze with loved ones and old friends. That's small talk! It's just the bit about strangers that throws people off.

Small talk with strangers is a skill, one Fleming has taught to scores of avowed wallflowers. She covers the inner and outer aspects—from the right attitude to how to dress, move around, and introduce yourself. Most importantly, she lays out a series of simple, memorable conversational strategies that make it easy to go from "Nice weather we're having" to a genuine, rewarding give-and-take.

Carol Fleming won't tell you what to say. Believe it or not, you've already got what you need inside you. She merely provides the keys to unlock it.

- **Bestselling audiobook author:** Carol Fleming is the author of *The Sound of Your Voice* audiobook, which sold over 180,000 copies
- **Solves the age-old problem:** what do I say now? Small talk is a crucial social skill, but many people find making it as difficult as scaling Everest. This book makes small talk as easy—and enjoyable—as a walk in the park.

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**ePub ebook ISBN 978-1-5230-9407-3**

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**Self-Help/Communication**

**Rights: world**



**Carol A. Fleming, PhD**, is a personal communication coach specializing in vocal development and bringing her unique knowledge and skills to the speaking needs of individual and corporate clients. She is the author of the bestselling *It's the Way You Say It* and is currently the chair of the Member-Led Forums for the Commonwealth Club.

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## Dasarte Yarnway

Foreword by Pete Najarian, Cofounder of Investitude  
and Contributor to CNBC's *Fast Money*

# Young Money

## 4 Proven Actions to Design Your Wealth While You Still Can

Being young is the ultimate advantage when it comes to building wealth. It may not seem like it when you look at your student loan debt or when the rent comes due, but you have a huge amount of a priceless resource: time. You just need to know what to do with it. Rising-star financial advisor Dasarte Yarnway offers a simple four-step mastery approach anyone can follow to become a Master Wealth Builder. It's a system he himself lives by.

You start by mastering the right mindset, says Yarnway. You need to always remember that you're in it for the long haul—wealth building is a marathon, not a sprint—and keep your eyes and your actions firmly fixed on your wealth-building goals. Then you have to create and master your plan. Yarnway provides advice on avoiding four critical financial pitfalls and a worksheet so you can assess exactly where you are financially, where you want to go, and how you're going to get there.

Once you have a plan, you have to start working that plan by mastering income—Yarnway identifies at the three best ways to do that. And on the other side of the equation, Yarnway offers seven simple ways you can control your expenses and discusses how you can minimize your tax burden while still handling your civic duties.

If you start wealth building now instead of ten or twenty years from now, you can experiment, learn from mistakes, bounce back from setbacks, and steadily and consistently build up your legacy. As Yarnway quotes Warren Buffet, "Someone is sitting in the shade today because someone planted a tree long ago." The sooner you plant, the more shade you'll have.



**Dasarte Yarnway** is cofounder and managing director of Berknell Financial Group, an asset management and financial planning firm with offices in San Francisco and Seattle, where he focuses on helping his clients reach their objectives in the areas of retirement planning, investments, insurance, tax, and estate planning. He previously held high-level positions for Fisher Investments, Edward Jones, and HSBC Wealth Management.

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Berknell Financial Group RIITE Planning Worksheet

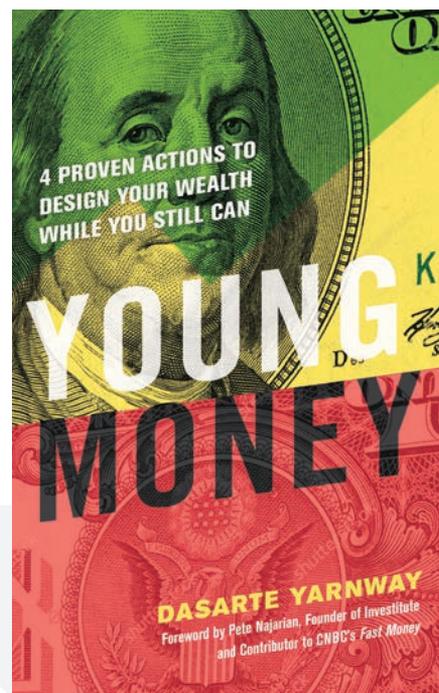
5. Goal-Based Investing

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6. Until You Get Punched in the Face
7. Mastering the Stock Market

#### Step Four: Master Money Drains

8. Control What You Can Control
  9. Two Birds, One Stone: Investing and Taxes
- Conclusion: Mastering Your Legacy
10. Your Personal Economy



- **Rising star:** Yarnway cofounded his company, Berknell Financial Group, in 2015 at the age of twenty-five.
- **Time is money:** Yarnway points out that while most young people don't have a lot of money, they do have a lot of time; he offers simple, straightforward advice on using that time to try different wealth-building strategies, figure out what works, and build a legacy.

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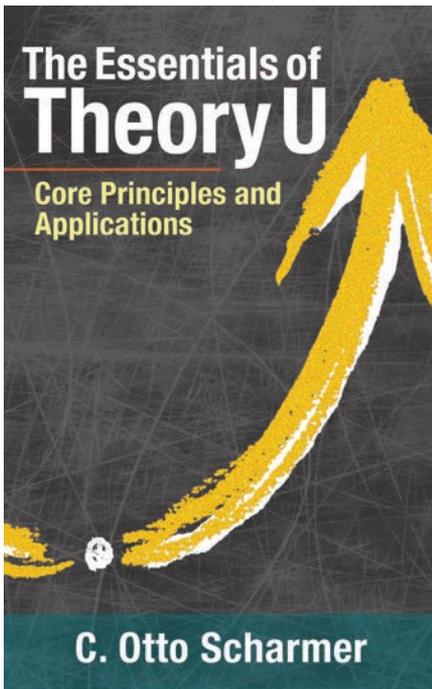
**Business**

**Rights: world**

C. Otto Scharmer

# The Essentials of Theory U

## Core Principles and Applications



- **Accessible edition of a work popular around the world:** Despite their considerable length and complexity, *Theory U*'s two editions have sold over 100,000 copies and have been translated into twenty languages—this “pocket guide” should greatly broaden the book’s appeal.
- **Latest iteration of a revolutionary idea:** Scharmer introduced the concept of “presencing”—learning from the emerging future—in the first edition of *Theory U*.

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Business

Rights: world

“Scharmer’s Theory U model of how to open our mind, emotions, and will to moments of discovery and mutual understanding is profound and much needed.”

—Edgar Schein, Sloan Fellows Professor of Management Emeritus,  
MIT Sloan School of Management

Ten years ago, when *Theory U* was first published, Otto Scharmer invited us to see the world in new ways and in so doing discover a revolutionary approach to leadership. But at over 500 pages that book was a bit daunting. Now Scharmer has created a concise guide to its key concepts and applications, making his vital work and its methods and tools accessible to a wider audience.

Scharmer says our capacity to pay attention co-shapes the world. “*I attend* [this way] *therefore it emerges* [that way].” In the words of the late CEO of Hanover Insurance Bill O’Brien: “The success of an intervention depends on the interior condition of the intervener.” What prevents us from attending to situations more effectively is that we aren’t fully aware of that *interior condition* from which our attention and intention originate. Scharmer calls this lack of awareness our blind spot.

Part One explores the framework and main ideas of Theory U. It illuminates the blind spot in leadership today. Part Two describes the process, principles, and practices of Theory U, showcasing hands-on methods and tools for change makers. The focus is on building the collective capacity to *shift the inner place* from which we operate. Part Three outlines a framework for updating the “operating systems” of our educational institutions, our economies, and our democracies. This framework applies Theory U to the transformation of capitalism.

*The Essentials of Theory U* enables leaders and organizations in all industries and sectors to shift awareness from ego to eco, to connect with the highest future possibilities, and to strengthen the capacity to realize those possibilities.



**C. Otto Scharmer** is a senior lecturer at the Massachusetts Institute of Technology and cofounder of the Presencing Institute and the MITx u.lab, a massive open online course involving more than 100,000 participants from 185 countries. He received the Jamieson Prize for Excellence in Teaching at MIT and the Leonardo European Corporate Learning Award. He is the coauthor of *Leading from the Emerging Future* and *Presence*.

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Innovating from the Future

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6. Upgrading Society’s Operating System
7. Returning to the Roots

Kevin Eikenberry and Wayne Turmel

# The Long-Distance Leader

## Rules for Remarkable Remote Leadership

Your pride yourself on being a good leader. But now you have a direct report on the other side of the country and a key team on another continent. Can you really motivate, guide, and inspire people when you're just an image on a screen? Remote Leadership Institute cofounders Kevin Eikenberry and Wayne Turmel show you how.

The good news is that the fundamentals of leadership remain the same. Eikenberry and Turmel's "Three O" model—as leaders we need to focus on Outcomes, Others, and Ourselves—applies whether your people are halfway down the hall or half a world away, and their Remote Leadership Model demonstrates what is constant and how work has truly changed for leaders today. Relevant examples and exercises enable you to make sure projects stay on track, productivity and morale are high, and you're able to build powerful, lasting relationships with people who may be doing most of their work while you sleep.

The job of a leader has changed less than we think. But (and it is a pretty big but) how it's done needs to evolve to achieve the results that organizations demand, leaders need, and their team members deserve.



**Kevin Eikenberry** is founder and chief potential officer of the Kevin Eikenberry Group. He's been named one of Inc.com's Top 100 Leadership and Management Experts in the World and 100 Great Leadership Speakers for Your Next Conference and one of the American Management Association's Leaders to Watch. He is the author of several

books, including *Remarkable Leadership*. **Wayne Turmel** merged his company, GreatWebMeetings.com, with the Kevin Eikenberry Group to create the Remote Leadership Institute, where he is product line manager. He is the author of several books, including ATD's *10 Steps to Successful Virtual Presentations*.

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7. Setting (and Achieving) Goals at a Distance
8. Coaching at a Distance

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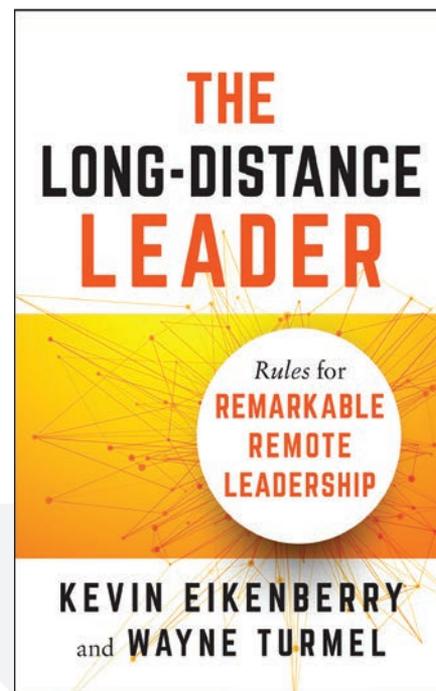
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#### Section 6: Developing Long-Distance Leaders

Epilogue: Before We Go



- **Answers a huge and growing need:** According to the US Department of Labor, nearly a quarter of the white-collar workforce telecommutes or works from a secondary location at least once a week, and the number is increasing at a rate of 25 percent per year.
- **Includes exclusive online resources:** Book buyers will have online access to a buyers-only area of the book's website that includes assessments, technology updates, and other tools.

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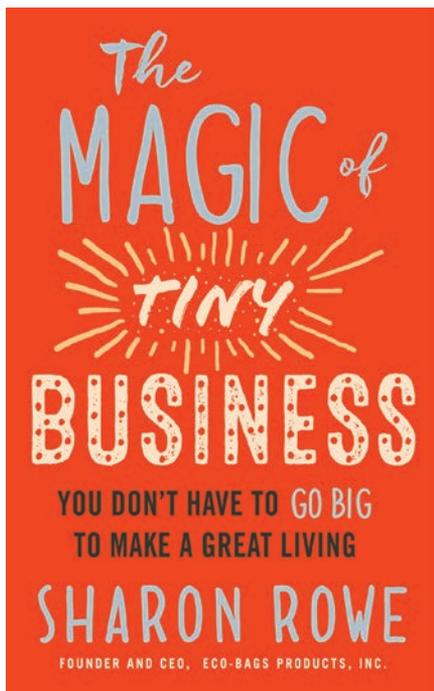
**Business**

**Rights: world**

Sharon Rowe

# The Magic of Tiny Business

## You Don't Have to Go Big to Make a Great Living



- **By a well-known thought leader in sustainable business:** Sharon Rowe has been profiled in *TIME*, *Glamour*, the *Wall Street Journal*, *New York Times*, and *New York Post*, and her ECOBAGS® were featured on *Oprah*. Rowe is a frequent keynote speaker at business conferences.
- **Helps entrepreneurs have the life they want, whatever the size:** A tiny business is built according to what its owner believes is absolutely essential, not what society dictates—so you can grow big or stay small, but remain true to your original intentions

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**Business**

**Rights: world**

Too many of us feel trapped by work that doesn't allow us to live our purpose, feed our passions, or use our gifts. We fantasize about starting our own business, but we're told this will mean going deeply into debt, spending years working eighty hours a week, and coping with the relentless pressure to grow. Eco-Bags founder Sharon Rowe says there's another way: go tiny. She is here to show you how.

Tiny isn't a size—it's a state of mind. Like a tiny house, a tiny business is built on maintaining a laser focus on what is absolutely essential to you. It's defined by your priorities and intentions, not by how many employees you have.

As a young mother with a newborn child, what mattered to Rowe when starting Eco-Bags Products was having a flexible schedule, time for her family (one of her mantras was "Never miss a school play"), time for herself, and financial security and doing something that made the world a better place. Lacking an angel investor, and with no background in business, Rowe created a company that enabled her to achieve all those goals.

Using the story of Eco-Bags Products as a case study, Rowe takes you step-by-step through the process of creating a successful tiny business. She shows how to test your concept, convey your values, prepare for upturns and downturns, manage your money, create alliances, and more, always staying true to the "tiny" ethos. You'll learn how to grow sustainably, practice patience, and be consistent and persistent with what you stand for.

Featuring cartoons and illustrations by *New Yorker* cartoonist Julian Rowe, *The Magic of Tiny Business* is a breath of fresh air for business owners and entrepreneurs who want the freedom and autonomy of owning their own business without compromising their personal values.



**Sharon Rowe** is the founder and former CEO of Eco-Bags Products, which grew to become a \$2.2 million business. She is the recipient of several awards, including the Enterprising Woman Award and the Women's Enterprise Development Center's Lillian Vernon Award. Eco-Bags was honored as "Best for the World Overall" by B Lab and B the Change Media. Rowe is active in the Social Venture Network, B Lab, and the Women Presidents' Organization.

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4. Listen to Your Tiny Voice
5. Be in Ready Position
6. Cash Flow
7. Know Your Numbers
8. Give to Grow
9. Walk to Work
10. Tiny Is Abundant
11. Stepping Back
12. Giving Back

Howard J. Ross with JonRobert Tartaglione

# Our Search for Belonging

## How Our Need to Connect Is Tearing Us Apart

We are living in a time of mounting political segregation. The result is that we are becoming increasingly tribal, and the narratives of life that we get exposed to on a daily basis have become echo chambers in which we hear our beliefs reinforced and others' beliefs demonized. Global diversity and inclusion expert Howard J. Ross, with coauthor JonRobert Tartaglione, explores how our need to belong is paradoxically driving us apart.

As humans, we are hardwired with the need to belong, which ends up making us deeply connected with some yet deeply divided from others. When we form tribes out of fear of the "other," on topics such as race, immigration status, religion, or partisan politics, we succumb to an "us versus them" attitude. Especially in the digital age, when we can filter what we see and who we connect with, these tensions seep into our daily lives and we become secluded with our self-identified tribes. This has consequences even in our most personal relationships in our families and communities—just think about Thanksgiving dinner conversations across the United States after the 2016 election.

Drawing on his decades of leadership experience, Ross probes the depth of tribalism, the role of social media in exacerbating it, and how to combat it. He and Tartaglione highlight how to maximize our impact in the workplace, noting that it is one of the few places where we are forced to work with people different from ourselves. This book will help people understand these dynamics and to develop ways to bridge the divide so that we can move toward an ever more harmonious future.



**Howard J. Ross** is the founding partner of Cook Ross, Inc., which works with hundreds of Fortune 500 companies in a variety of industries and with major universities like Harvard, Johns Hopkins, and Duke. His work has been published by the *Harvard Business Review*, the *Washington Post*, the *New York Times*, *Forbes*, and many more,

and he has been a regular guest on National Public Radio for more than ten years. Ross is also the bestselling author of *Reinventing Diversity* and *Everyday Bias*.

**JonRobert Tartaglione** is the founder and CEO of the Humanitas Consultancy, a consulting firm that teaches organizations about the neuropsychology of influence.

### Contents

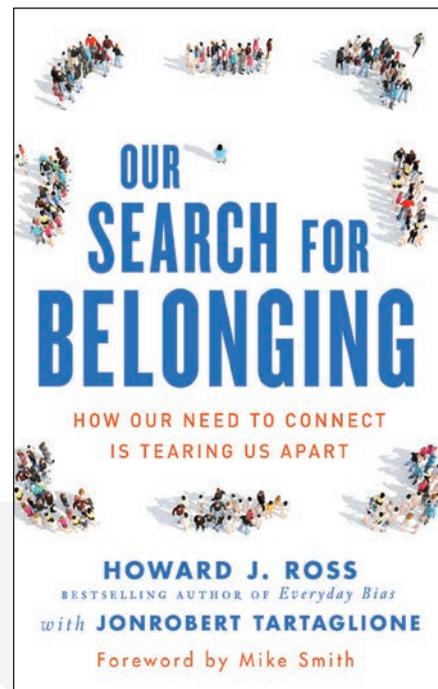
Introduction: A Tale of Two Countries

#### Section One: Wired for Belonging

1. Searching for Home
2. Why Do We See the World the Way We Do?
3. The Social Brain
4. When Worlds Collide

#### Section Two: A State of Dis-Union

5. The Media Is the Message
  6. The Politics of Being Right
  7. Divinity, Division, and Belonging
  8. Power, Privilege, Race, and Belonging
- Section Three: Searching for Common Ground**
9. Bridging to Bonding
  10. The Business of Business Is Belonging
  11. "Belonging Creates and Undoes Us Both"



- **Leading expert:** Ross is the author of the bestselling *Everyday Bias* and has implemented change initiatives at some of the nation's most prestigious universities and Fortune 500 companies.
- **Urgently needed:** Since the 2016 election, the national spotlight has been trained directly on the polarization of our country—this book explains the deeper causes behind it and offers help for overcoming it.

**Publication date:** May 2018

**\$26.95, hardcover**

**240 pages, 6½" x 9¼"**

**ISBN 978-1-5230-9503-2**

**PDF ebook ISBN 978-1-5230-9504-9**

**ePub ebook ISBN 978-1-5230-9505-6**

**Digital audio ISBN 978-1-5230-9507-0**

**Current Affairs**

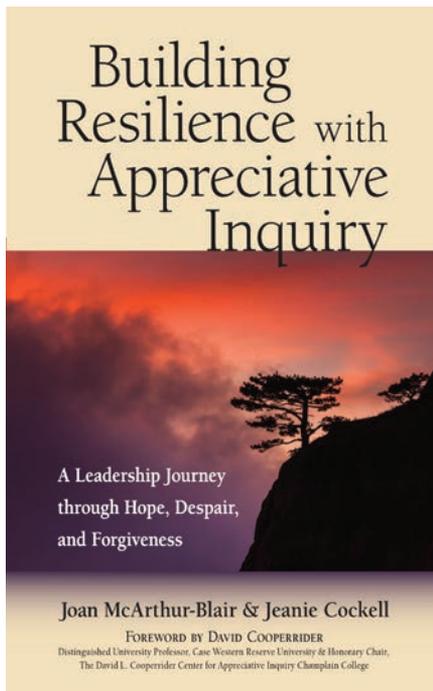
**Rights: world**

Joan McArthur-Blair and Jeanie Cockell

Foreword by David Cooperrider

# Building Resilience with Appreciative Inquiry

**A Leadership Journey through Hope, Despair,  
and Forgiveness**



- **Unique application of a wildly popular organizational change process:** AI has been used to strengthen thousands of organizations since the '80s but this is the first book to apply its principles to help individuals and organizations become more resilient.
- **Expert authors:** McArthur-Blair and Cockell are highly respected consultants who've been using AI in their practice since 2001—this book was written partly in response to requests from clients.

**Publication date:** May 2018

**\$34.95, paperback**

**240 pages, 6" x 9"**

**ISBN 978-1-5230-8255-1**

**PDF ebook ISBN 978-1-5230-8256-8**

**ePub ebook ISBN 978-1-5230-8257-5**

**Digital audio ISBN 978-1-5230-8259-9**

**Business**

**Rights: world**

As a leader, you have work that is complex, full of ups and downs. Your ability to be resilient—to pick yourself up after setbacks and keep on going no matter the challenges—is critical not only to successful leadership but also to fostering teams, generating collaboration, and igniting your organization. In this breakthrough book, veteran consultants Joan McArthur-Blair and Jeanie Cockell show that Appreciative Inquiry can be an invaluable tool to build that resilience.

Appreciative Inquiry is a time-tested, highly effective, and widely used change method that emphasizes identifying what's working well in a system and building on those strengths. Using the authors' Appreciative Resilience model, leaders can use AI to increase their ability to weather the storms they'll inevitably face and come out stronger. A profoundly practical guide, this book features first-person accounts from leaders in all kinds of settings and situations describing how they've used AI concepts to increase their resilience, as well as a detailed description of the exercises and practices the authors use in their Appreciative Resilience Workshop.

The authors believe that the core of resilience is the interplay among despair, hope, and forgiveness. Every leader experiences despair in those moments when there is no clear path forward. Maintaining hope that a better future is possible enables leaders to keep going. And forgiveness, of one's own shortcomings and those of others, helps leaders move from despair to hope. AI's focus on using the best of what is to generate the future makes it a powerful aid and ally on this journey.



**Joan McArthur-Blair and Jeanie Cockell**, copresidents of Cockell McArthur-Blair Consulting, travel worldwide to facilitate workshops, deliver keynotes, and consult for clients in all sectors. Their work is built upon careers in higher education: Joan in roles from faculty to president; Jeanie in roles from faculty to dean. They coauthored the book *Appreciative Inquiry in Higher Education: A Transformative Force*.

## Contents

Prologue: The Journey of an Evolving Idea

1. Appreciative Resilience
2. Leveraging Appreciative Inquiry Ideas
3. Hope—a Generative Force
4. Despair—Devastation or Glancing Blow
5. Forgiveness—Rising Again

6. Appreciative Resilience Workshop

7. Resilience Practice—the Day to Day of Being a Resilient Leader

Epilogue

Appendix: Appreciative Resilience Workshop  
Agenda

# 20,000 People from 146 Countries Attend BK Online Training Conference

In October 2017 Berrett-Koehler Publishers collaborated with Ken Blanchard and the digital strategy firm Conscious Marketer to organize and cohost the Servant Leadership Online Training Summit. Over ten days, forty experts addressed different aspects of servant leadership, offering an unprecedented breadth of perspectives on the subject. It was the largest global convening of the BK community in our twenty-five-year history.

Servant leadership is a concept that's close to BK's heart. It can be broadly described as a philosophy that says leaders lead best when they serve others, not their own self-interest. Put succinctly, a leader leads through service. As far as we're concerned, it's the only way to lead. And it couldn't be more timely. As Ken Blanchard says, "The world is in desperate need of a new leadership role model."

## A Book Becomes a Multi-Media Event

The origins of the summit were in our book *Servant Leadership in Action*, edited by Ken Blanchard and Renee Broadwell (see page 1). We asked them to invite the forty contributors to their book to speak at the summit, and then we invited other thought leaders as well.

The summit was free to all who watched the talks on their broadcast dates, and the speakers provided free bonus gifts as well. A paid upgrade package was available for those who wanted to watch the videos on their own schedule. It included over twenty-two hours of videos, audios, PDF transcripts, and more on a special membership site. Almost 1,000 people upgraded.

## More to Come!

The Servant Leadership Online Training Summit is part of BK's strategic imperative to transition from a traditional book publisher to a media enterprise. Over the last decade we've expanded our offerings beyond printed books to e-books, audio books, video training programs, card decks, self-assessments, directories, and now online training events.

We plan to use our new online training conferences again in 2018 to connect people and ideas to create a world that works for all.

**Here are some of the amazing speakers at the summit:**

### Ken Blanchard

Coauthor of 60+ books including *The New One Minute Manager*

### Tony Robbins

*New York Times* #1 bestselling author, philanthropist, and #1 life and business strategist

### Liz Wiseman

President of The Wiseman Group, speaker, and leadership consultant

### James Ferrell

Bestselling author and managing partner of The Arbinger Institute

### Marshall Goldsmith

Business educator, executive leadership coach, and bestselling author of *Triggers* and *What Got You Here Won't Get You There*

### Cheryl Bachelder

Former CEO of Popeyes Louisiana Kitchen, Inc. and author of *Dare to Serve*

### Jim Kouzes

Bestselling coauthor of *The Leadership Challenge*, speaker, executive coach

### John Hope Bryant

Founder, chairman, and CEO of Operation HOPE and author of *The Memo* and *How the Poor Can Save Capitalism*

### Mark Miller

Bestselling author (most recently of *Talent Magnet*—see page 6), and Vice President of High Performance Leadership, Chick-fil-A, Inc.

### Dr. Beverly Kaye

Founder, Career Systems International, speaker and coauthor of *Love 'Em or Lose 'Em* and *Up is Not the Only Way*

### Michael Bush

CEO of A Great Place to Work and author of *A Great Place to Work For All* (see page 9)

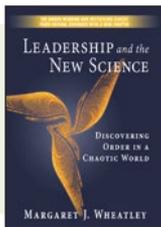
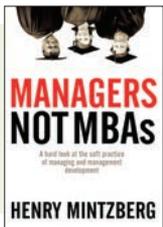
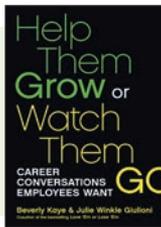
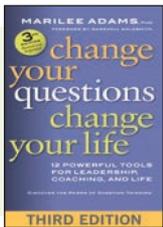
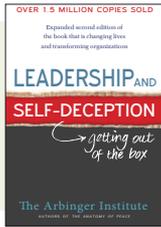
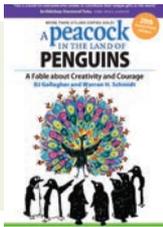
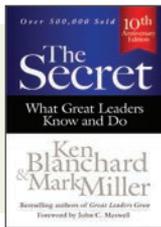
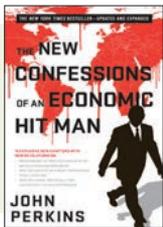
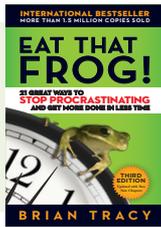
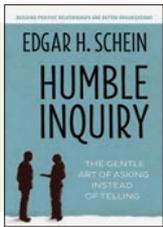
### Peter Block

Bestselling author of *Stewardship* and *Community*



# Fifty-Five Bestsellers

Berrett-Koehler books keep selling year-after-year, testifying to their enduring value. Fifty-four of our titles have sold more than 100,000 copies (including sales of all U.S. and foreign editions in all formats) and three have sold well over a million copies.



Title	Copies sold	Foreign language translations
Leadership and Self-Deception	1,900,000+	34
Eat That Frog!	1,900,000+	45
Confessions of an Economic Hit Man	1,500,000+	34
Love 'Em or Lose 'Em	700,000+	23
The Secret	600,000+	28
Goals!	600,000+	31
Repacking Your Bags	560,000+	18
The Anatomy of Peace	450,000+	16
Empowerment Takes More Than a Minute	400,000+	19
Leadership and the New Science	390,000+	18
A Peacock in the Land of Penguins	380,000+	23
Full Steam Ahead!	300,000+	21
The Five Secrets You Must Discover Before You Die	300,000+	20
Change Your Questions, Change Your Life	250,000+	17
Managing By Values	240,000+	19
The 100 Absolutely Unbreakable Laws of Business Success	220,000+	27
The 21 Success Secrets of Self-Made Millionaires	220,000+	24
A Complaint Is a Gift	220,000+	21
The Power of Purpose	200,000+	14
Stewardship	190,000+	5
How to Get Ideas	190,000+	21
Synchronicity	185,000+	15
Leadership from the Inside Out	185,000+	4
The Laws of Lifetime Growth	185,000+	15
I Moved Your Cheese	175,000+	24
No More Regrets	165,000+	8
Know Can Do!	165,000+	15
Affluenza	160,000+	8
Be a Sales Superstar	160,000+	21
Change Is Everybody's Business	160,000+	8
The Referral of a Lifetime	160,000+	10
When Corporations Rule the World	150,000+	20
The Hamster Revolution	150,000+	11
Flight Plan	150,000+	22
Managers As Mentors	140,000+	10
The Outward Mindset	130,000+	12
On-the-Level	130,000+	5
Getting Things Done When You Are Not in Charge	130,000+	12
Go Team!	130,000+	12
The Serving Leader	130,000+	8
Prisoners of Our Thoughts	125,000+	20
Shifting Sands	125,000+	4
Turning to One Another	120,000+	9
Humble Inquiry	120,000+	13
Love It, Don't Leave It	110,000+	16
Managing	110,000+	16
Great Leaders Grow	110,000+	13
Networking for People Who Hate Networking	110,000+	12
301 Ways to Have Fun at Work	100,000+	9
Managers Not MBAs	100,000+	14
Trauma Stewardship	100,000+	2
Help Them Grow or Watch Them Go	100,000+	4
Kiss That Frog!	100,000+	25
PeopleSmart	100,000+	13
Theory U	100,000	14

# BK Expands into Professional Publishing

## Our New Executive Editor Lays Out Her Plan

by Charlotte Ashlock, Executive Editor, BK Professional

Berrett-Koehler has taken a major step forward in creating a world that works for all by purchasing Management Concepts Press. We have acquired 127 titles that cover topics on project management, federal acquisition and contracting, federal financial management, leadership, and public administration. As well as publishing new editions of some of these 127 titles, we will also be seeking out new books within these areas. Henceforth these books, and new books I'll be acquiring along the same lines, will be known as **BK Professional** books, joining our BK Business, BK Life, and BK Currents titles.

### Our Master Plan

This is the first step in a larger plan to expand BK's publication of resources for professionals, books written to answer the information needs of specific, closely defined audiences (like project managers). To this end, I was hired in the role of executive editor (with more hires to follow).

So, how does this step advance our mission? At BK we believe in helping to build effective organizations. These

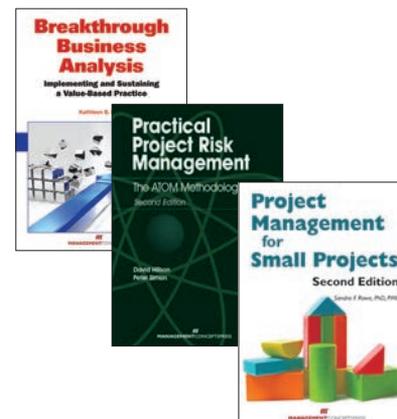
books will contribute dramatically to organizational success, leading to projects that are ahead of schedule and under budget or helping organizations bid on important contracts.

But on an individual level, millions of people struggle to find a place in the economy due to the mismatch between their backgrounds and the skills employers actually need. One way to close the gap is with high quality professional books that help people acquire skills and earn certifications that empower them to earn more and find their dream jobs.

Project management and federal contracting (which represent the majority of books acquired) are two lucrative professions that take intense study to master. A Project Management Professional (PMP) certification has been dubbed "the poor man's MBA" by CNN Money, and on average it boosts earnings by 20 percent. When I read this statistic, I had a visceral impression of the impact I could have in my new job.

### It's Not Only Professional, It's Personal

Why is helping our readers achieve financial security so meaningful to me? I'm a Millennial: I've seen my highly educated friends work brutally long hours so they can afford to live in dangerous neighborhoods with seven roommates. It's a plight not unique to the Bay Area but common to urban economies worldwide. I know what it's like to be working as hard as you can and still be sad when you see dog walkers and baby strollers,



because you know you can't afford a baby or a dog. I know it's a first-world problem, but I still care about solving it.

If it was just about the reader's job security and advancement that would be reason enough to publish the books, but there's so much more we can do as well! For twenty-five years, Berrett-Koehler publications have helped the business world to find its heart and soul. Our books on leadership, communication, and engagement have leveled up the emotional intelligence of countless readers. Our books on organizational development and change methodologies have helped countless organizations to tap into their employees' sense of meaning.

Too many professional books focus on the mechanistic underpinnings of their professions and overlook the human factor. Berrett-Koehler excels at identifying the human factor and allowing it to thrive. Our goal is to become a leader in professional publishing so we can humanize best practices worldwide in a number of vital professions.



# Meet the New Board!

On July 27, 2017 Berrett-Koehler elected a new board of directors. Chaired by longtime friend of BK Praveen Madan—who brought Palo Alto’s celebrated Kepler’s Bookstore back from the brink of bankruptcy—this board is taking a more active role in helping shape the future of Berrett-Koehler. We’re delighted to have the help of this extraordinary group of talented, accomplished, and diverse leaders.

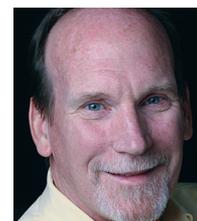
## A Few Words from the New Chair

I have been a big fan and admirer of BK for a long time. My association with BK has transformed me—my values, my leadership style, my view of my role in organizations and society. I agreed to serve as BK’s board chair because I want to give back by helping BK scale its work and make it available to anyone who needs it anywhere.

BK’s board believes that BK has significant unrealized potential and plenty of opportunities to grow its impact, improve its sustainability, and strengthen its financial position. BK’s board wants to have a serious conversation about how we are going to take BK to the next level to create a stronger company with broader impact and deliver better benefits to all stakeholders. BK needs and deserves a strong, proactive, value-adding board to govern and guide the company. All of us see great potential in BK! All of us have the highest possible regard for BK’s values, principles, and the ideas, tools, and frameworks in BK’s books. BK’s mission is more needed than ever given the dangerous undemocratic trends we are seeing in so many parts of the world. However, our goals are neither easy nor certain to be accomplished. If we want to realize this great potential we see, if we want to create significant real value for all of BK’s stakeholders, and if we want BK to not just survive but thrive and spread its mission far and wide then we have no option but to collaborate in new ways so together we can achieve all this.—Praveen Madan



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Communications

# Open Book Editions

Here are the final titles from our self-publishing partnership with iUniverse. These books are available from iUniverse and from many popular online book-sellers. As of 2017 Open Book Editions will no longer be publishing new titles.

Jason Goodwin

## **The Global Debt Crisis and How We Can Get Out of It**

Get truthful answers on why the world is suffering a debt crisis along with practical solutions to solve the problem.

Arjun Sen

## **Customer Karma**

*Why Stop at One-Night Stand When You Can Have a Lifetime Relationship with Your Customers?*

When companies genuinely invest in their customers, they are rewarded with the good karma of customer loyalty.

Tim Grinvald

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*Seventy-Three Focus Sessions to Grow Your Business*

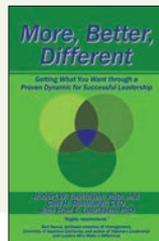
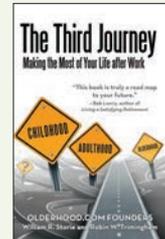
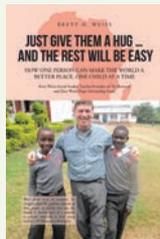
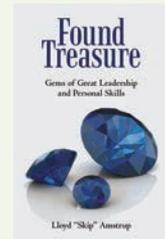
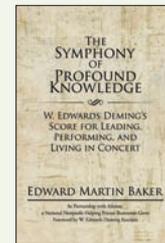
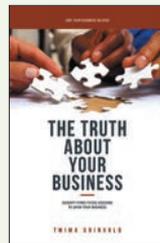
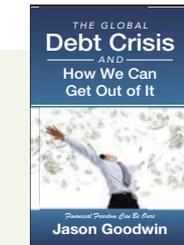
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Edward Martin Baker

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Dr. Donna Van Natten

## **Image Scrimmage**

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Written with candor and humor, this communications resource provides an in-depth understanding of non-verbal communication for women.

Lloyd "Skip" Amstrup

## **Found Treasure**

*Gems of Great Leadership and Personal Skills*

This book explores fifteen f-words that constitute a collection of gems to help us define who we are and what we aspire to accomplish in life.

Brett Weiss

## **Just Give Them a Hug . . . and the Rest Will Be Easy**

*How One Person Can Make the World a Better Place, One Child at a Time*

Brett's inspiring book implores readers to support the mission of the Bernard and Elsie Weiss Dago Scholarship Fund, which offers scholarships to young Kenyan villagers.

William R. Storie and

Robin W. Trimmingham

## **The Third Journey**

*Making the Most of Your Life after Work*

Once you are free from the burden of work, you can experience a new and fulfilling life-but only if you learn how to reinvent yourself and make a realistic plan regarding how you are going to spend your time.

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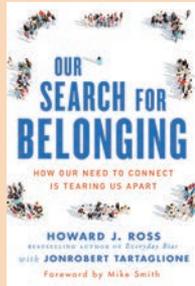
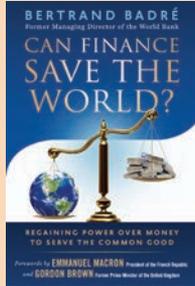
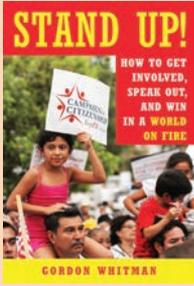


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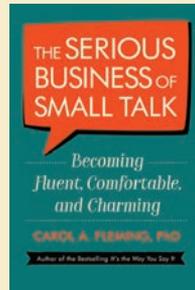
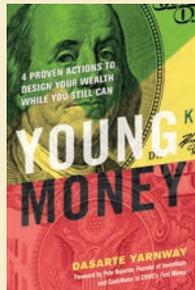
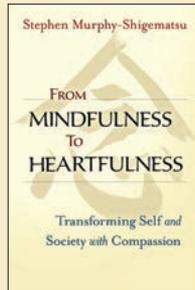
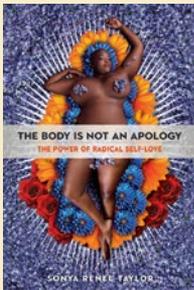
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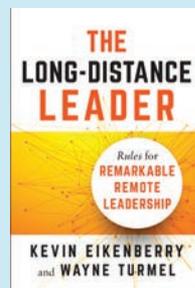
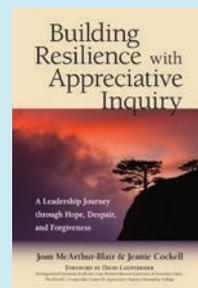
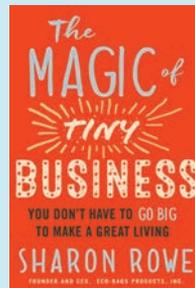
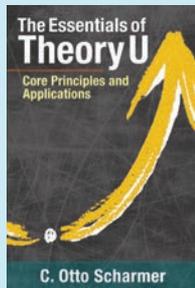
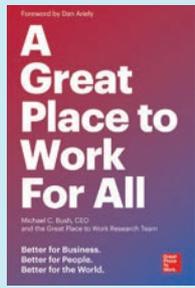
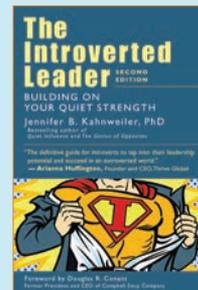
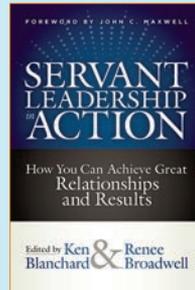
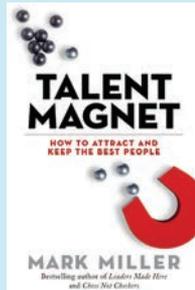
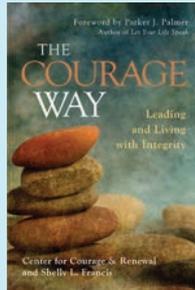
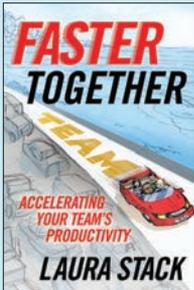
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