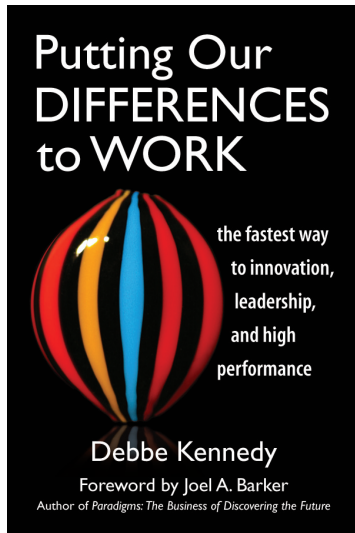


AS SEEN IN JOEL BARKER'S 2009 **Innovation at the Verge** FILM

"What I like best about *Putting Our Differences to Work* is that *Debbe* teaches us how diversity accelerates innovation to everyone's advantage. This is a win/win/win book in which you and your people win, your organization wins, and the world wins. . . . By the way, *Debbe's* book has two chapters on innovation at the verge, which we wrote together." —**Joel Barker, Futurist, filmmaker, and bestselling author of *Paradigms***



Debbe Kennedy is founder, president, and CEO of Leadership Solutions Companies, an award-winning enterprise since 1990, specializing in custom leadership, organizational, and virtual communications solutions—and also the Global Dialogue Center, an online virtual gathering place for people throughout the world. Formerly, she had a distinguished leadership career with IBM Corporation for over twenty years.

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Debbe Kennedy

Putting Our Differences to Work The Fastest Way to Innovation, Leadership, and High Performance

FOREWORD BY **Joel A. Barker**

A practical guide that changes the prevailing rules of how to think, behave, and operate in the 21st Century. . .

- Illuminates five qualities for leaders and innovators at every level.
- Provides a proven step-by-step process for creating powerful teams based on *difference*.
- Shares first-person stories and best practices to apply the new ideas to your team and organization.
- Includes two "innovation at the verge" chapters, which Debbe Kennedy and Joel Barker wrote together.

Organizations and individuals all over the world are discovering that knowledge and know-how for putting differences to work is a critical skill and the most powerful accelerator for generating new ideas, creating innovative solutions, executing organizational strategies, and engaging everyone in the process. In this personal and practical guide for leaders and innovators ready to work at "the verge," Debbe Kennedy draws from her independent work, and collaborative research and practical experiments with Joel Barker for over a decade, showing all of us how to become better leaders at this time of challenge and opportunity.

See Joel Barker's video book review and primer to the book at www.puttingourdifferencetowork.com/about.html



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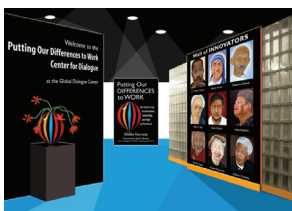
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You're invited!

Join Debbe Kennedy online at the Global Dialogue Center for interactive conversations about *innovating at the verge*. Ask questions; share stories and insights; learn from others around the world.

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TOPICS include:

- | | |
|------------------------------|-------------------------|
| Engaging leadership sponsors | Cynics and bystanders |
| Resistance to change | Culture of inclusion |
| Simplifying problems | Impact of change |
| Collaboration | Working mutualistically |
| Tough situations | Achieving results |
| Buy-in for new ideas | Reward relationships |

perspectives about
Putting Our Differences to Work
The Fastest Way to Innovation, Leadership, and High Performance

"Rarely has there been a more relevant, more needed guidebook for leaders of the future than *Putting Our Differences to Work*. Debbe Kennedy has illuminated diversity, innovation, and leadership in a way that will help leaders across the sectors to redefine the future in our times of massive change."

– **Frances Hesselbein**

Chairman and Founding President
Leader to Leader Institute (formerly PETER F. DRUCKER FOUNDATION)
Former CEO, Girl Scouts of America

"Personal, reflective, insightful and inspirational. Full of great ideas and a very powerful story that shows how we need to redefine leadership and diversity in order to help make the world a better place. Needs to be widely read – urgently!"

– **Dr. Bruce Lloyd**

Professor of Strategic Management
Emeritus, London South Bank University

"The dangers of 'groupthink' are painfully apparent across our world. That's why diversity, broadly understood, is so essential to innovation and progress – as Debbe Kennedy reminds us in this pragmatic and wise guide for leaders."

– **Mike Wing**

Vice President, Strategic Communications, IBM

"The power of Debbe Kennedy's storytelling helps us all see our own accomplishments in a new light. At the same time, the stories encourage us to take our leadership to a new level. The six steps she offers provide a roadmap to leaders and organizations on how to effectively put differences to work."

– **Emily J. Duncan**

former VP, Culture and Diversity, Hewlett Packard
President, Emily Duncan Consulting

"Leaders must find new sources of growth more than ever today. After questioning what leadership means while reading *Putting Our Differences to Work*, I found myself focused on one thing: *I, the leader, must first harness our people's rich and diverse experiences, cultures and perspectives to attract growth.*"

– **Lane A. Michel**

Executive Vice President, Quaero Corporation
Accelerating Marketing Performance

More reader comments:

www.puttingourdifferencetowork.com/reviews.html

"What an amazing contribution to the debate on innovation and where it comes from. I have to tell you that I am exhilarated and tingling with excitement by your concept of Putting our differences to Work... I am blown away by what you have to say. The two stories that you have used to illustrate your point are simply phenomenal. I am totally and completely inspired in a way I have never been inspired by a book before. what a powerful, profound and compelling argument for DIVERSITY!"

– **Dr. Wendy Luhabe**

Chancellor, University of Johannesburg
South Africa

"This book is a celebration. It's also a handbook for a revolution in leadership, relationship and creativity. It celebrates and gives guidance for a future that is happening now and is accelerating and touching, *thank God*, every part of life around the world. Debbe Kennedy guides you with fascinating stories, poems, art, visuals, solid approaches and heuristics, and resources that will be relevant for years to come."

– **Michael Ray**

Professor, Stanford University Graduate School of Business
John G. McCoy-Banc One Professor of Creativity, Innovation and Marketing, Emeritus; author of *Creativity in Business* and *The Highest Goal*

"*Putting Our Differences to Work* is valuable precisely because it can be applied by organizations of any size, starting TODAY. Kennedy uses a clear, welcoming writing style to communicate real-life stories of change agents across the for-profit and non-profit spectrum. The good news, as she shows us, is that whether you are an owner, C-level executive, manager or rank and file employee, we ALL have the resources necessary to transform our own organizations."

– **Christopher G. Kenny, J.D.**

President, Star Consulting Group

"...a remarkable book in which Kennedy provides a convincing case for the importance of differences at work for fostering innovation. She also offers a framework for engaging differences and putting them to work to foster changes in organizations (in all domains) that are essential in engaging effectively and developmentally with the turbulence of our time."

Integral Leadership Review

Excerpt - Volume IX, No. 3 June 2009 Excerpt
Differences, Diversity and Development:
A Review and Exploration by Russ Volckmann

*"Welcome the unexpected. Watch for the uncharted path that bears your name.
Look for the signs that lead to the verge of differences.
I'll meet you there. Lead the way!"*

–Debbe Kennedy

