



Putting Our
DIFFERENCES
to WORK

by Debbe Kennedy

Berrett-Koehler Publishers ■ San Francisco

Putting Our Differences to Work

Debbe Kennedy

A journey of a thousand miles...

Lao Tzu

IBM 21 years

Leadership
Solutions

17 years +
ongoing

HP
partnership

15 years +
ongoing

MUTUALISM
Experiment
with Joel Barker

15 years +
ongoing

■ GLOBAL DIALOGUE CENTER

■ Pioneering New Innovations
LSC Customers, GIBM, GDC, Microsoft, JB and others

4 years
ongoing

■ Living and working in a global neighborhood

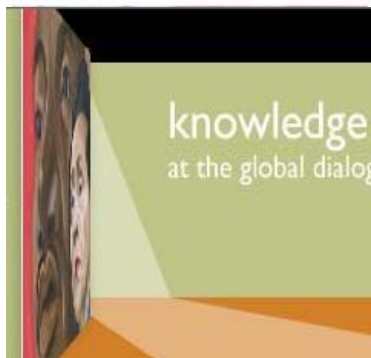




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Putting Our DIFFERENCES to WORK



the fastest way
to innovation,
leadership,
and high
performance

Debbe Kennedy

Foreword by Joel A. Barker

author of *Paradigms: The Business of Discovering the Future*

The Book

May 2008

“... 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.

Joel A. Barker
futurist, filmmaker, author

Paradigms:
The Business of Discover the Future

Excerpt from Foreword



Putting Our Differences to Work
A Glimpse Inside



Words with meaning...

Putting our differences to work means helping people, naturally unique and different

— diverse by nature and experience — work more effectively in ways that *drive* new levels of creativity, innovation, problem-solving, leadership and performance.

The Fastest Way to...

INNOVATION → LEADERSHIP → HIGH
PERFORMANCE

WHAT?



Putting Our Differences to Work

A practical guide that changes the prevailing rules of how to think, behave, and operate as leaders and innovators in 3 specific ways...

1. Helps you rediscover the importance of what you already know — introduces **Five Distinctive Qualities of Leadership** that change the prevailing rules, increasing effectiveness in in our distributed marketplace, workplace, and community.
2. Draws together diverse elements of business: **leadership, innovation, diversity, and inclusion** — a powerful foursome to accelerate high performance.
3. Proves differences multiply the possibilities for **innovation**, the “engine of growth” — elevates the significance of diverse people in driving success, fueling new ideas, and transforming business and society.



WHAT?

Five Distinctive Qualities for Leaders

Redefining the meaning behind these words for a new time

- 1. Makes diversity an organizational priority.**
This one flips everything we've been conditioned to believe; it reaches beyond "putting our differences aside," "see what we have in common" -- it values these truths + values of the differences too.
- 2. Gets to know people and their differences.**
Here we expand our thinking to see the many dimensions of diversity in a new light; developing a curiosity and knowledge of others.
- 3. Enables rich communication.**
This defies the notion of unilateral streams of thought; it opens the way to go way beyond two-way communication of the past with openness.
- 4. Holds personal responsibility as a core value.**
Here we are challenged to change our mindset that travels with us; inspiring others to do the same by our example..
- 5. Establishes mutualism as the final arbiter.**
Adds a new guide for decisions, problem-solving, products, services and profit-making -- *everyone benefits no one is harmed.*

Last revision December, 2007

WHO?

Men and Women

Stories told representing...

Africa	
Australia	
Austria	
Brazil	Corporations
Biafra/s-e Nigeria	Education
Canada	Government
China	Medium Businesses
El Salvador	Small Business
India	
Israel	Non-Profits
Japan	
South Africa	Thought-Leaders
Pakistan	
Philippines	
United Kingdom	
United States	



WHO?

Academy of Management
The Burgundy Group
California Institute of Technology
Council of Canadian Academics
County of San Francisco
Independent Consultants/Entrepreneurs
Grace Cathedral
Government of Canada
Great Motivations
GTE [Verizon]
HP
IBM
Interfaith Encounter Association
The Innovation Group
Jet Propulsion Laboratory
Kyocera Corporation
Leader to Leader Institute
Lowell Public Schools
New Motion, Inc.
Rensselaer Polytechnic Institute
SofType
United States Army
United Nations
University of Johannesburg





HOW?

Practical guide for leaders at all levels ...

A new book that answers these questions:

- Who is “a leader” in a distributed marketplace, workplace and community?
- What does it mean to put differences to work?
- Why is it important today and what’s your role in it?
- What evidence is there that it works?
- What new skills and habits do you need as a leader?
- How have other innovative trailblazers succeeded?
- What specific steps do I need to take to get started?
- Who benefits?

**You're
INVITED**



It's an invitation to pioneer a new era
of leadership excellence *the fastest way*

...marked by the mastery of putting our
differences to work with new levels of
innovation realized...

- transforming business and society
- generating new wealth in many forms
- creating a new reign of mutualism;
where everyone benefits

Bring what you know and
expand your leadership portfolio with
Five Distinctive QUALITIES

e • ra

a long

distinct

period of

history with

a particular

characteristic



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