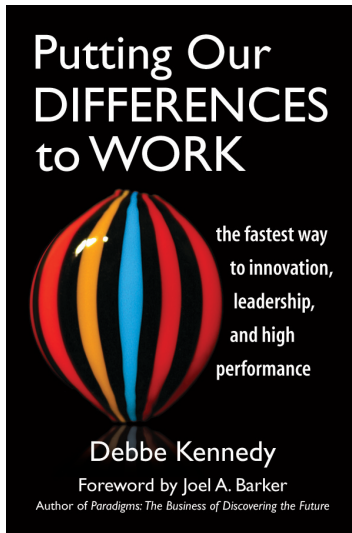


# AS SEEN IN JOEL BARKER'S 2009 **Innovation at the Verge** FILM

"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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## Putting Our Differences to Work

### The Fastest Way to Innovation, Leadership, and High Performance

2010 AXIOM BUSINESS BOOK AWARD WINNER - BRONZE FOR HR/EMPLOYEE TRAINING

BY **Debbe Kennedy** • 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](http://www.puttingourdifferencetowork.com/about.html)



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## READER PERSPECTIVE

"What an amazing contribution to the debate on innovation and where it comes from. . .

*Putting Our Differences to Work* illustrates beyond any measure of doubt that the world has completely misunderstood Diversity – that we are all unique and different for a purpose; that it is not traditional thinking or a particular intelligence or logic that will rescue us. . . . The world needs leaders who both recognise that and who have the ability to tap into these differences – to bring their own humanity to activate the same in others. I am convinced you have discovered a gold mine. . . . what a powerful, profound and compelling argument for DIVERSITY! You give so much HOPE for the future."

– **Wendy Luhabe**

author, social entrepreneur, thought leader, change maker, mentor for younger generations  
Chancellor, University of Johannesburg | South Africa