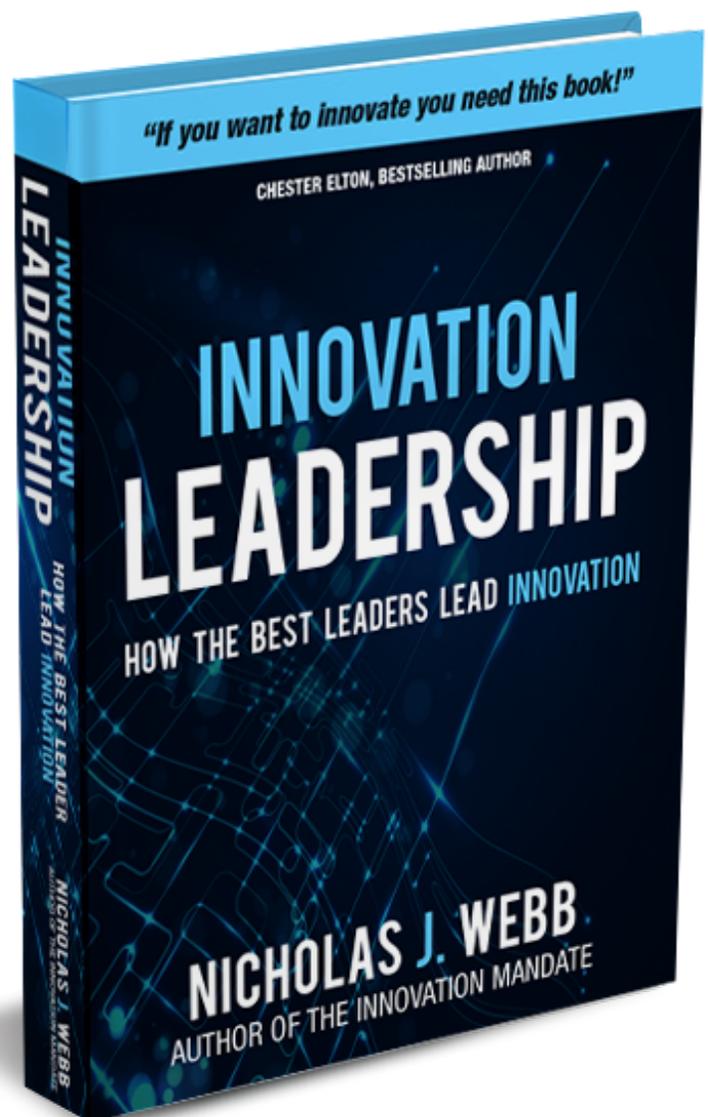


## BOOK NICHOLAS AND GET A FREE BOOK FOR YOUR ENTIRE AUDIENCE

Book Nicholas Webb and your entire audience will receive a FULL Pre-release digital copy of his book on how to lead innovation and disruption (\$19.95 per copy). This is not an e-book, rather this is a complete pre-release copy of the full manuscript. This provides in many cases, **more than \$10,000 in added value.**

We hear a lot about disruption these days. We hear how it's getting stronger and has wiped out entire companies and even industries. It's generally portrayed as your enemy, like Godzilla stomping his way through the city, smashing everything in sight.

This book takes a closer look at disruption and breaks it down into its component pieces—*The Five Faces of Disruption*. You might say, we de-mystify it and make it less scary. What's even better, you'll see that disruption can be your best friend—but only as long as you're the one doing the disrupting!



Backed up by solid research and years of real-world experience, the Innovation Leadership Model is comprised of the **Four Behaviors** you need to understand and apply every day. The four behaviors are:

- **Inspire** your employees and stakeholders to excel. To stay ahead, it's imperative that as a leader you give your employees and stakeholders a reason to get up in the morning, come to work, and dedicate themselves to quality, innovation, and total customer satisfaction. Inspiration is a form of positive energy. Innovation leaders do not drag team members by the leash, nor do they threaten them into compliance. Inspiration can be stronger than any other force, creating a powerful beacon that guides team members and draws them closer.

- **Connect** with your people on a substantive, daily basis. Being connected means having a personal relationship with your employees and other stakeholders. While you don't have to know every detail of their private lives, you should have a mental picture of as many people as possible in your organization. You need to see them as individuals, not as cogs in the machine.

- **Adapt** to rapid changes. In business, change is the norm. You either adapt or perish. Adapting to massive deep changes in a time of disruptive innovation requires that organizations make adaptation a core competency. Adaptation can—and should—happen not just in new product development but in every facet of your operations. It should happen in human resources, your supply chain, marketing, manufacturing—across the board and in a regular, controlled way.

- **Respect** your employees, customers, and stakeholders—and earn theirs in return. Notice the word “earn.” It's not “deserve” or “are entitled to” or “should expect.” Innovation leaders earn respect every day and with every interaction they have with stakeholders. They never take it for granted.

In the Innovation Leadership Model, each of the Four Behaviors is supported by three **Action 5. Attributes**. For example, the three Action Attributes for Inspire are Vision, Value, and Viability. These provide essential context and guidance as you embrace and put to use the Innovation Leadership Model.

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