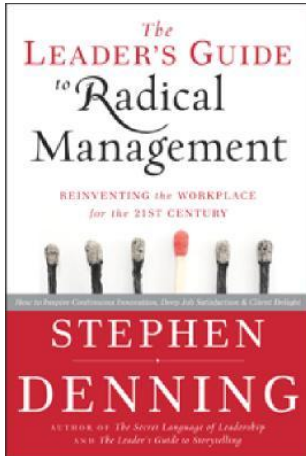


Making Radical Management Happen

Inspiring Continuous Innovation, Deep Job Satisfaction **and** Client Delight



“Steve Denning is the Warren Buffett of business communication. He sees things others don't and is able to explain them so the rest of us can understand.”

Chip Heath, co-author of Made to Stick

“This masterful book is a delight to read—articulate, provocative and illuminating. It isn't merely radical, it's revolutionary!”

*Peter Guber, CEO
Mandalay Entertainment Group*

“This is a wonderful book—witty, candid and erudite.”

*Laurence Prusak
Co-author of Working Knowledge and What's the Big Idea?*

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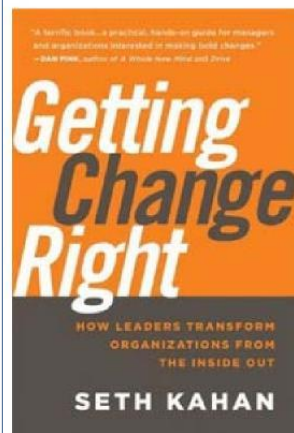
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For more details: <http://bit.ly/cwCBY1>

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Steve Denning, a former director at the World Bank, is the author of award-winning books on leadership, innovation and organizational storytelling. His book, *The Secret Language of Leadership*, was a Financial Times selection in best business books of 2007. *The Leader's Guide to Radical Management* will be published in October 2010.

Seth Kahan was designated a Visionary by the Center for Association Leadership. He has worked one-on-one helping senior leaders with large-scale change at World Bank, Peace Corps, Shell, NASA, and 40+ organizations in the public and private sectors. His book *Getting Change Right*, was published in May 2010.



“Seth Kahan is a business revolutionary, stretching the limits of traditional thinking. His innovations have been successful in world-class organizations.”

*Susan Sarfati, CEO,
Center for Association Leadership*

“Seth Kahan worked with our senior leadership team when we were going through a major leadership transition. He helped identify key challenges and necessary changes in our workplace culture to allow innovation.”

Mary E. Kicza, NOAA

Deepen the Conversation professional online workshops are produced by *Hooks Book Events* and *iCohere*.

Traditional Management vs Radical Management

The differences between traditional management and radical management are stark. They flow from different goals. They involve different modalities. They have different consequences. They are summarized in the following table:

	Traditional Management	Radical Management
Goal	The purpose of work is to produce goods or services.	Focus work on delighting clients.
How work is organized	Work is done by individuals reporting to bosses.	Do work through self-organizing teams.
Plan	Work is done in accordance with a comprehensive plan.	Do work in client-driven iterations aimed at continuous innovation.
Measuring progress	As work proceeds, provide progress reports of what is under way.	Deliver value to clients each iteration.
What is communicated	Communications cover what people need to know.	Be totally open about impediments to improvement.
Improvement	Bosses are responsible for productivity.	Create a context for continuous self-improvement by the team itself.
How it is communicated	One-way communication: send people messages, and tell them what to do.	Communicate interactively through stories, questions, conversations.
Principal focus of competition	Cost reduction: economies of scale, downsizing, outsourcing.	Time: deliver more value to the client sooner.
Consequence	Rates of return on assets steadily decline. Innovation is stunted. Four in five workers are not fully engaged in their jobs. Customers receive average products and services.	Continuous innovation: self-organizing teams normally evolve into high-performance teams, focused on delighting clients, with above-average productivity and deep job satisfaction.