

LIVE EVENT

Leadership in an Age of Disruption: Simple Principles for Making a Big Difference

SEPTEMBER 6, 12 p.m. EDT

In a world being remade before our eyes, leaders who make a difference are the ones who can reimagine what's possible at their organization and in their field, and who can turn bold strategies into relentless execution. And they're not just CEOs; they're executives running business units, managers in charge of key departments, engineers or marketers running project teams, entrepreneurs building a company from scratch. Regardless of their formal role or title in the organization, high-impact leaders exude both originality and utility—provocative thinking that energizes their colleagues, a roll-up-the-sleeves approach to work and culture that shapes how everyone shares ideas and solves problems.

You will learn:

- Ideas matter: Don't try to be the best, strive to be the only
- Culture counts: To be special in the marketplace, create something special in the workplace
- Beware the "paradox of expertise"—Why the best leaders are the most insatiable learners
- There is no success without setbacks—Why effective leaders need "tough-minded optimism"

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About the Speaker



Bill Taylor

Bill Taylor is a best-selling author, celebrated entrepreneur and groundbreaking thinker. He made his name as co-founder and founding editor of Fast Company, one of the most influential magazines of the last two decades. Fast Company recently celebrated its twentieth anniversary and continues to shape the global conversation about business.

His new book is *Simply Brilliant: How Great Organizations Do Ordinary Things in Extraordinary Ways* (2016). *Simply Brilliant* offers a set of messages and a collection of case studies on how to unleash breakthrough creativity and cutting-edge performance in even the most traditional, hard-to-change fields.