



Berrett-Koehler
Publishers

Fall 2017 Catalog

BK Life

BK Currents

BK Business



Celebrating 25 years
of connecting people and ideas
to create a world that
works for all



Dear Reader,

The photo on the cover of this catalog reveals a lot about Berrett-Koehler.

To begin with, it was taken in the BK office right after the lunch in which new BK author Holley Murchison previewed her new book—*Tell Me about Yourself*—for the entire BK staff and ten guests, all of whom are included in the photo.

Berrett-Koehler is known for giving a great deal of individual attention to each author and each book, and one way we do this is by launching each new book with an “Author Day.” This unique full-day event allows authors to interact with the entire BK staff and to work directly with our editorial, design and production, sales and marketing, international sales, subsidiary rights, and digital community building teams to help each book succeed. The highlight of the day is the lunch that gets everyone connected to the author and excited about the author’s book.

We view Berrett-Koehler as a community, not just as a publishing business. And the people in the photo are a microcosm of that community. Included are

- BK staff and interns and the teenage daughter of a staff member
- The author, members of her publishing team, and other supporters
- The executive director of the Berrett-Koehler Foundation, a nonprofit supported by the BK community and by Berrett-Koehler Publishers
- The founder of one of the most innovative social mission organizations, who is also a BK shareholder, supplier, and member of the BK board of directors
- Readers of BK books, including a prospective BK author

Another way of describing the persons in the photo is that they are all BK stakeholders. Since BK’s founding in 1992, we have been guided by the vision of “stewardship” stated in our very first catalog: “A deep sense of responsibility to administer the publishing company for the benefit of all of our ‘stakeholder’ groups—authors, customers, employees, suppliers and subcontractors, owners, and the societal and environmental communities in which we live and work. Each of these groups contributes to the success of our publishing venture, and each has a ‘stake’ or investment in its success, whether that investment is time, talent, money, or other resources.”

Where do you draw the boundaries of an organization? We draw the boundaries of BK to include all these stakeholder groups, not just BK staff or shareholders. We view authors, readers, suppliers, service providers, and many other stakeholders as partners—as insiders—with whom we are collaborating to connect people and ideas to create a world that works for all.

As we celebrate Berrett-Koehler’s 25th Anniversary this year, we invite all our readers and other stakeholders to become involved in the BK community in ways that are described on the BK website, whose name and web address are one more reminder of our interactive and partnering focus: www.bkconnection.com.

All the best,

Steven Piersanti
President and Publisher

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ON THE COVER

Back/standing: khoLi, Khafra & Co.; **Ginger Winters**; **Lasell Whipple**; Elsa Frantz; **Steve Piersanti**; **Arielle Kesweder**; **Neal Maillet**; **Mayowa Tomori**; Holley Murchison, author; **Jeevan Sivasubramaniam**; **Michael Crowley**; Mélissa Patenaude, FEWOFMANY; Craig Hackey, FEWOFMANY; Symone Jackson, Beneficial State Bank; **Jason Van Den Eng**; Katrina McHugh, Flight Design Company; **Catherine Lengronne**; **Courtney Schoenfeld**; **Zoe Mackey**; **Anders Renee**; **David Marshall**; **Johanna Vondeling**; Danielle DeRuiter-Williams, The Justice Collective; **Katie Sheehan**; Mike Hannigan, Give Something Back; **James Faani**; **Edward Wade**; **Leslie Crandell**.

Middle, seated: **Kristen Frantz**; Monica Tzeng, Oratory Glory; **Liz KcMcKeller**; **Rosalee White**; Annie-Rose London, Berrett-Koehler Foundation; **Matt Fagaly**; **Anna Leinberger**.

Front: **Taylor Dickson**; **Shabnam Banerjee-McFarland**; **Maren Fox**; **Maria-Jesus Aguilo**; **Melissa Ramos**, former intern.

Guest names in black, BK staff in green—see inside back cover for staff titles.



Berrett-Koehler is both a B Corporation and a California Benefit Corporation—a certification and a for-profit legal status that require us to meet rigorous standards of social and environmental performance, accountability, and transparency.

John Hope Bryant

Foreword by Jim Clifton, CEO of Gallup

The Memo

Five Rules for Your Economic Liberation

True power in this world comes from economic independence. John Hope Bryant, founder and CEO of Operation HOPE, illuminates the path toward liberation that is hiding in plain sight. His message is simple: the supermajority of people around the world who live in poverty, whom Bryant calls the invisible class, haven't gotten "the memo"—until now. Nor have many in the struggling middle class. This book is for all those who have too much month left at the end of their money.

In a provocative exploration, Bryant details the inseparable connection between "inner capital" (mindset, relationships, knowledge, and spirit) and "outer capital" (financial wealth and property). "If you have inner capital," Bryant writes, "you can never be truly poor. If you lack inner capital, all the money in the world cannot set you free." Building on his personal experience and his work with Operation HOPE, Bryant teaches readers five rules that lay the foundation for achieving your financial freedom.

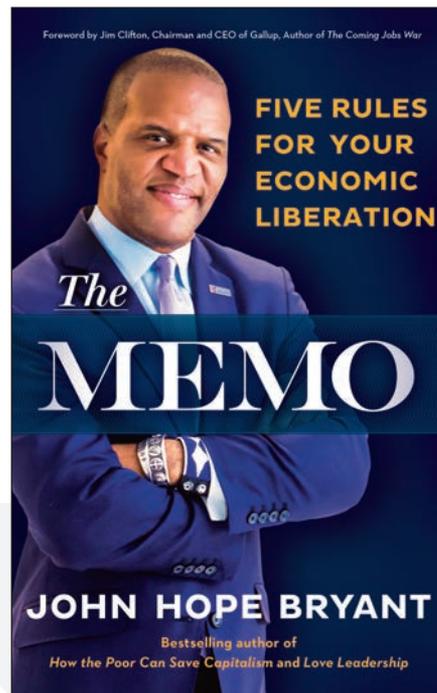
Bryant hands over the tools for empowerment by covering everything from achieving basic financial literacy to investing in positive relationships and approaching wealth with a completely new attitude. He makes this bold and controversial claim: "Once you have satisfied your basic sustenance needs—food, water, health, and a roof over your head—poverty has more to do with your head than your wallet."

The Memo is for all who are struggling and watching their dreams seep away. Bryant wants to restore readers' "silver rights," giving them the ability to succeed and prosper no matter what roadblocks society puts in their way.

John Hope Bryant is the founder, chairman, and CEO of Operation HOPE, Inc.; CEO of Bryant Group Ventures; and cofounder of Global Dignity. He has been recognized by the last five US presidents and served as an advisor for the last three. Bryant is the recipient of hundreds of awards for his work, including American Banker's 2016 "Innovator of the Year," and *Time's* "50 for the Future." He is the author of two bestselling books, *How the Poor Can Save Capitalism* and *Love Leadership*.

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	Rule 3. Your Relationships Are Investments—Build Relationship Capital with Yourself First
	Rule 4. Don't Just Get a Job—Be Entrepreneurial
	Rule 5. Spiritual Capital Is the Start of True Wealth—Own Your Power
	Conclusion: This Is Your Memo
	Resources: So You Got the Memo. Now What?



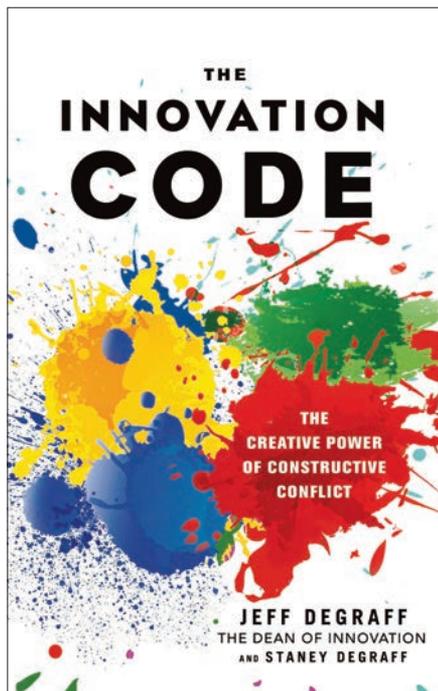
- **Provocative approach:** This hard-hitting collection of financial advice and wisdom from one of America's leading entrepreneurs and leaders seeks to aid those who have "too much month at the end of one's money."
- **Bestselling author:** Bryant is the bestselling author of *Love Leadership* and *How the Poor Can Save Capitalism*. This book builds on the outreach of Bryant's organization, Operation HOPE, to millions of individuals through an army of thousands of volunteers and financial supporters.

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Personal Growth
Rights: world

Jeff DeGraff and Stanley DeGraff

The Innovation Code

The Creative Power of Constructive Conflict



- **Insights from the innovation trenches:** For over two decades Jeff DeGraff has been practicing, facilitating, and studying innovation as an executive, consultant, and professor—this book sums up everything he’s learned.
- **Simple but profound:** The Innovation Code is easy to grasp, rich in applications, and fun to play around with—like most innovative concepts.

See page 14 for the Innovation Code card deck and online assessment

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Business

Rights: world

Harmony is sublime in music but deadly to innovation. The only way to create new, hybrid solutions is to clash. Innovation happens when we bring people with contrasting perspectives and complementary areas of expertise together in one room. We innovate best with people who challenge us, not people who agree with us.

It sounds like a recipe for chaos and confusion. But in *The Innovation Code*, Jeff DeGraff, dubbed the “Dean of Innovation,” and Stanley DeGraff introduce a simple framework to explain the ways different kinds of thinkers and leaders can create constructive conflict in any organization. This positive tension produces ingenious solutions that go far beyond “the best of both worlds.”

Drawing on their work with nearly half of the Fortune 500 companies, the DeGraffs help you harness the creative energy that arises from opposing viewpoints. They identify four contrasting styles of innovator—the Artist, the Engineer, the Athlete, and the Sage—and include exercises and assessments for building, managing, and embracing the dynamic discord of a team that contains all four. You can also figure out where you fit on the continuum of innovator archetypes.

Using vivid examples, *The Innovation Code* offers four steps to normalize conflict and channel it to develop something completely new. By following these simple steps, you will get breakthrough innovations that are good both for you and your customers. This is a rigorous but highly accessible guide for achieving breakthrough solutions by utilizing the full—and seemingly contradictory—spectrum of innovative thinking.



Jeff DeGraff is an advisor to Fortune 500 companies—including General Electric, Coca-Cola, Google, and Mercedes-Benz—and a professor at the Ross School of Business at the University of Michigan. His books include *Innovation You*, *Creativity at Work*, and *Leading Innovation*. He has written for *Inc.*, *Fortune*, and *Psychology Today*, and has a regular segment on

public radio called *The Next Idea*. **Stanley DeGraff** is the CEO of Innovatrium Institute for Innovation, a laboratory and consulting firm with multiple locations. She works with large organizations, universities, and municipalities to create a sustainable innovation ecosystem that connects the dots between research, talent acquisition and retention, commercialization, and economic development.

Contents

1. Tell Me Your Biggest Weakness
 2. What Is the Innovation Code?
 3. Constructive Conflict
 4. Dwelling in the Conflict
 5. The Artist
 6. The Engineer
 7. When Artists and Engineers Meet
 8. The Athlete
 9. The Sage
 10. When Athletes and Sages Meet
 11. The Innovation Code Within
- The Innovation Code Supplemental Material

Beverly Kaye, Lindy Williams, and Lynn Cowart

Up Is Not the Only Way

Rethinking Career Mobility

Move up or move out. When those two options appear to be the only ones, dissatisfaction grows and engagement suffers. In decades of studying careers around the globe, Beverly Kaye, Lindy Williams, and Lynn Cowart have found that, in fact, there are *more* options. And rethinking career mobility can lead you to them!

Career mobility isn't just about moving to a new city or country. It's about stretching, learning, and transforming. Whether you're working on your own career or you're a manager, a mentor, or a coach helping others, *Up Is Not the Only Way* offers you six ways to build successful mobile careers.

Keep the same job but discover multiple ways to learn and grow while staying in the same place. If a new job in the same company is in the cards, experiment and test possibilities. Make a lateral move as a powerful way to develop new skills. If stepping back is the right answer, discover how it can be done without derailing a career. Pursue a promotion when it's the right time and role. And if it's time to step out the door, the authors suggest how to make an elegant exit that maybe leaves open the possibility of a return one day.

The book includes important questions to consider—about interests, skills, values, and timing—when choosing to enrich or make a change. For each option, *Up Is Not the Only Way* explores how managers, coaches, and employees can have rich career conversations and partner to determine the best courses of action. Rather than narrowing aspirations to one dream job or role, Kaye, Williams, and Cowart encourage readers to take a “kaleidoscope” view—to be open to ever-shifting patterns of options, opportunities, and possibilities—to build a rewarding career.



Beverly Kaye (right), founder of Career Systems International (CSI), has sold over 900,000 copies of her books. Bev has been a recognized thought leader in the area of career development for over thirty-five years. **Lindy Williams** (left), designer and senior consultant with CSI, held roles in

operations and human resources before stepping out of the corporate world to work on designing and implementing award-winning development processes.

Lynn Cowart (middle), vice president for quality delivery at CSI, brought twenty years of HR experience working with some of the most successful and powerful names in business to her current role ensuring CSI delivers solutions that are simple, engaging, flexible, and business focused.

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Note from the Authors

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4. Grow Here: Enrichment
5. Try Before You Buy: Exploratory
6. Sideways to Highways: Lateral
7. Step Back for a Reason or a Season: Realignment
8. When Up Is the Way: Vertical
9. Is That Grass Really Greener? Relocation
10. Go for It!

Up is not
the only way



Rethinking
Career Mobility

Beverly Kaye | Lindy Williams | Lynn Cowart
CAREER SYSTEMS INTERNATIONAL

- **Bestselling lead author:** Bev Kaye has sold over 900,000 copies of her books, and her consulting firm, Career Systems International, continues to be a driving force in the human resources, management, and talent development worlds.
- **Critical need:** To hang on to and engage talented employees in the 21st century, organizations need to provide more options than just the traditional career ladder—this book shows managers *and* employees that career mobility is all about flexibility and agility.

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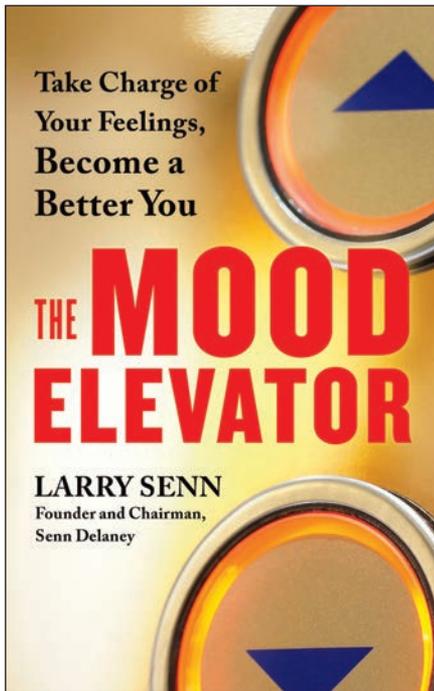
Business

Rights: world

Larry Senn

The Mood Elevator

Take Charge of Your Feelings, Become a Better You



- **Empowering:** Senn gives readers the ability to stop being passive victims of their shifting moods and instead understand and control them.
- **Proven track record:** Senn is a pioneer in organizational performance with an international following—he sold over 10,000 copies of his self-published version, and dozens of Fortune 500 companies have adopted it as their mindset bible.

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Business/Personal Growth

Rights: world

We all ride the Mood Elevator up and down every day. How well we do it impacts our relationships, our personal effectiveness, our career, and our experience of life. Most people take that ride for granted and don't think it can be influenced. But what if we knew the right buttons to push to move to the top of the Mood Elevator? Wouldn't it be useful if there were proven ways to make visits to the lower floors less frequent and less intense?

In this very practical guide, Larry Senn provides an operating manual to keep you out of the emotional basement. He shows how to recognize when you've become so accustomed to being stuck on a lower floor—depressed, stressed, anxious, judgmental—you don't even realize it and what to do to interrupt those negative thought patterns and start going up again. He urges us to cultivate mental attitudes like curiosity and gratitude that will keep us on the higher floors and explains how to quiet the mind and nurture positive thoughts without succumbing to Pollyannaish denial. And as someone who took up triathalons at the age of seventy, he speaks from experience when he emphasizes the inseparable connection between physical health and mental health.

Through Senn's decades of work as a consultant, the Mood Elevator has been enthusiastically embraced by hundreds of thousands of people around the world. It symbolizes our moment-to-moment experience of life, encompassing a wide range of feelings. Together, these emotions play a major role in defining the quality of our lives and relationships and our effectiveness on the job. By sharing his work with a wider audience, Senn hopes to help all of us live life at our best.



Larry Senn is chairman of Senn Delaney, a Heidrick & Struggles company. Senn Delaney is the most experienced culture-shaping firm in the world. They have worked with over 100 Fortune 500 CEOs and their teams and thousands of other organizations around the world, as well as university presidents, state governors, and members of US presidents' cabinets. He is also coauthor of several books including *Winning Teams*, *Winning Cultures*, and *21st Century Leadership*.

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1. The Mood Elevator
2. What Drives the Mood Elevator?
3. Up the Mood Elevator: The Big Payoffs
4. Escaping Unhealthy Normal
5. Braking Your Mood Elevator: The Power of Curiosity
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7. Feeding the Thoughts You Favor
8. Living in Mild Preference
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10. Quieting Your Mind
11. Cultivating Gratitude
12. Honoring Our Separate Realities
13. Nurturing Faith and Optimism
14. Dealing with Your Down Days
15. Relationships and the Mood Elevator
16. Pointers for Riding the Mood Elevator

Holley M. Murchison

Tell Me about Yourself

Six Steps for Accurate and Artful Self-Definition

Introductions are a jump start for all our conversations. When done well, we effectively express our core values and life's work and, in doing so, open ourselves to a world of new connections and professional possibilities. When delivered poorly, conversations can fizzle and, unfortunately, opportunities fade.

Author and entrepreneur Holley M. Murchison knows firsthand how challenging introductions can be—at the age of thirty-three she's had over twenty-three jobs and started two businesses. That's meant a *lot* of introductions! It's also meant figuring out how to tailor introductions to different situations with different desired outcomes. In this book, Murchison shares the foolproof method she developed for pulling all the pieces of your life together and conveying the perfect, memorable response to that inevitable command: "Tell me about yourself."

Created for dynamic beings constantly redefining themselves, their work, and the world around them, *Tell Me about Yourself* pairs interviews and case studies with a simple, scalable framework, helping you craft and deliver comprehensive, compelling, and generally kick-ass introductions and personal stories for yourself, your team, or your company. This book presents a six-step process that transforms introductions into self-definition, going far beyond the dryness of job title, hometown, or interests and instead articulating how your motivations and values shape the choices and moves you make in life.

As Murchison puts it, "Nobody is built like you, design yourself." She encourages us to get out of our own way and craft narratives that bring the stories we want to tell about ourselves to life."



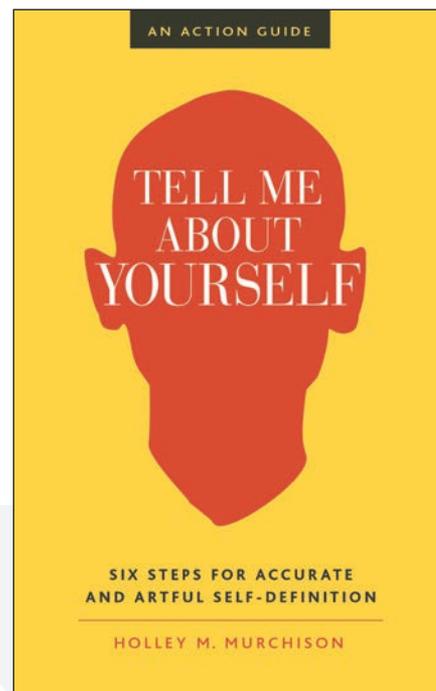
Holley M. Murchison is the founder and CEO of Oratory Glory, a communication agency and speaker collective catalyzing diversity by amplifying marginalized voices. She is currently entrepreneur-in-residence at Oberlin College. She was recently featured in *Glamour* magazine's activist issue as one of six women using their voices to change the world.

Contents

Preface

1. Why Stories Matter
2. Honing Your Voice
3. Six-Step Process
4. Essential Tips and Preparation
5. Show and Prove

We Can All Win



- **Master a critical skill:** In just a few moments, an introduction can open doors and create connections—or not.
- **Straightforward, flexible process:** Murchison provides a process for readers to discover their core narrative and helps them concisely convey their place and usefulness in the world.

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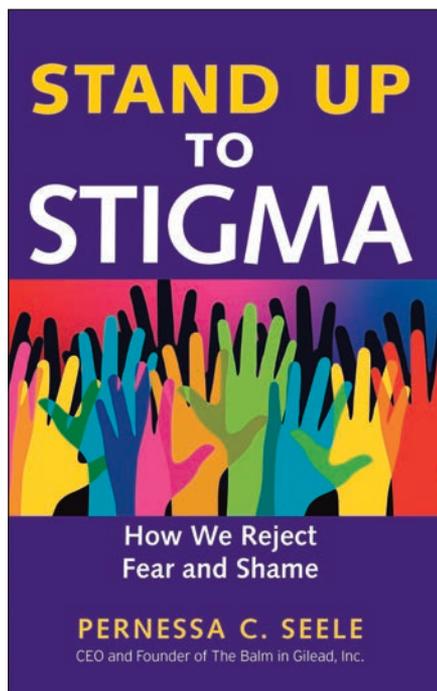
Business/Personal Growth

Rights: world

Pernessa C. Seele

Stand Up to Stigma

How We Reject Fear and Shame



- **Prominent author:** Dr. Seele and her organization the Balm in Gilead serve and connect over 2.5 million Americans through faith-based and community service organizations as well as millions more globally.
- **Critical message:** Letting go of stigma and shame is the ultimate antidote to the recent upswing of attacks that target and scapegoat the weak and vulnerable.

Publication date: October 2017

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Current Affairs

Rights: world

“Stigma” is a simple two-syllable word, yet carries the weight of negative and often unfair beliefs that we hold about each other. Perhaps most tragically, stigmas lock people into stereotyped boxes and deny us all the right to be our authentic and whole selves. We all have the tendency to sit high and look low while proclaiming how progressive we’ve become. However, the reality is that we both perpetuate and experience the burden of stigma in our public and private lives every day.

Informed by decades of in-the-trenches experience, Dr. Pernessa Seele, a longtime public health activist who started one of the first AIDS education programs in the 1980s, has crafted a proven method to address stigma. *Stand Up to Stigma* looks at the impact of stigma on learning, job performance, economic growth, and health-care with a major focus on its impact on our everyday, personal lives and well-being.

This powerful book confronts stereotype development, shows how to undo the processes and effects of stigma, and explains how we can radically change cultural thinking on the individual, interpersonal, and societal levels to put an end to stigmatization once and for all. If we are honest and committed to exposing the problems, Dr. Seele helps each of us vividly see how we privately stigmatize people whom we see as different from ourselves, particularly when they come from other backgrounds and cultures than our very own.

Dr. Seele imagines a world that few people can. She envisions that by eliminating stigmas about people different from us, we can change representations in the media, get rid of laws and policies targeting stigmatized groups, and overcome inherited biases within public health, religious, education, and other institutions. Dr. Seele believes we must begin to stand up to stigma and set an example for future generations.



Pernessa C. Seele is the founder and CEO of the Balm in Gilead Inc., a nonprofit that helps strengthen faith institutions in the United States and Africa to promote health education and disease management. *Time* magazine named her one of the 100 Most Influential People. *Essence* magazine selected her as one of the 35 Most Beautiful and Remarkable Women in the World. *Ebony* magazine named her one of its Power 150. And she was selected by Women’s eNews as one of its 21 Leaders for the 21st Century.

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4. The Outcome of Stigma—
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5. Stigma and Health
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7. Changing How We Think about
Disease
8. Practical Stigma Management

Bob Johansen

The New Leadership Literacies

Thriving in a Future of Extreme Disruption and Distributed Everything

Over the next decade, the world will be explosively more connected. Anything that can be distributed will be distributed: workforces, organizations, supply webs, and more. Most leaders—and most organizations—aren't ready. Are you?

The tired practices of centralized organizations will become brittle in a future where authority is not just decentralized but distributed. Rigid hierarchies will give way to liquid shape-shifting forms that will require new leadership literacies. It's too late to catch up, but it's a great time to leapfrog.

Noted futurist Bob Johansen goes beyond skills and competencies to propose five new leadership literacies—combinations of disciplines, practices, and worldviews—that will be needed to thrive in a VUCA world of increasing volatility, uncertainty, complexity, and ambiguity. This book shows how to (1) look back from the future but act in the present, (2) use low-risk gaming spaces to work through your fears about the future and hone your leadership skills, (3) lead shape-shifting organizations where you can't just tell people what to do, (4) be a dynamic presence even when you're not there in person, and (5) keep your personal energy high and transmit that energy throughout your organization.

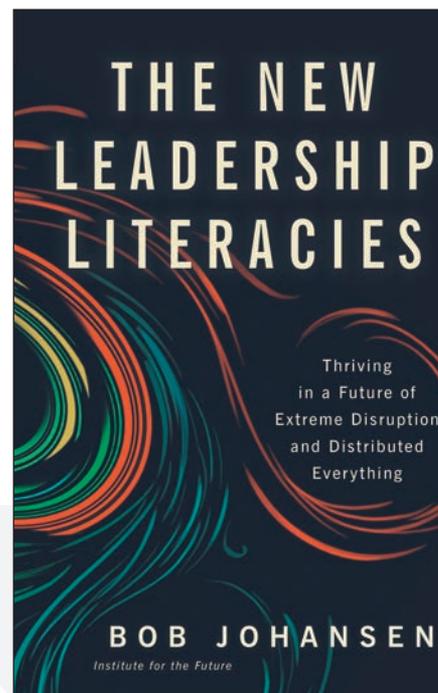
This visionary book provides a vivid description of the ideal talent profile for future leaders. In our ever-more VUCA world, we will all need new leadership literacies.



Bob Johansen is a distinguished fellow at the Institute for the Future (IFF) in Silicon Valley. He has done forecasts for a wide range of corporations, including P&G, Kellogg's, Disney, Intuit, Walmart, Syngenta, UPS, McKinsey, and United Rentals. Major universities, nonprofits, and churches also use his books. He is author or coauthor of ten books, including *Get There Early*, *Leaders Make the Future*, and *The Reciprocity Advantage*.

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3. The New Literacy of Voluntary Fear Engagement	9. The New Literacy of Creating and Sustaining Positive Energy
4. Moving Toward a Future of Gaming for Grit	10. Moving Toward a Future Where Leaders Are Body Hackers
5. The New Literacy of Leadership for Shape-Shifting Organizations	Conclusion: What Leaders Will Need to Do
	Future Readiness Self-Assessment



- **Impressive track record:** Johansen has been making ten-year forecasts for more than thirty years, with remarkable accuracy. The Institute for the Future is one of the few think tanks to have outlived its forecasts.
- **Builds on a bestseller:** This book expands on the skills described in Johansen's *Leaders Make the Future* (over 70,000 sold).

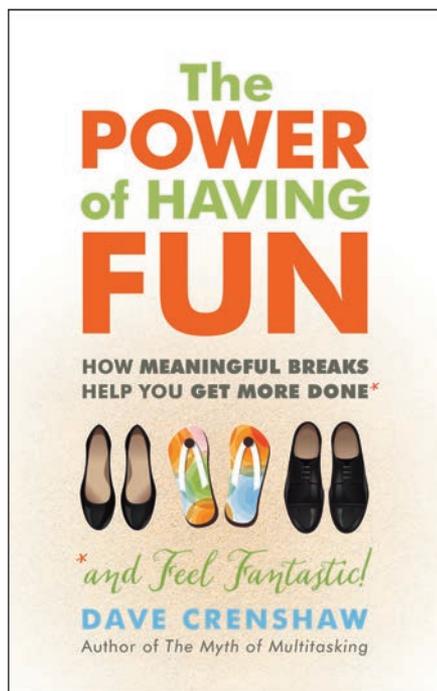
See page 14 for The New Leadership Literacies online assessment

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Business
Rights: world

Dave Crenshaw

The Power of Having Fun

How Meaningful Breaks Help You Get More Done (and Feel Fantastic!)



- **Counterintuitive and welcome message:** Making planned fun a priority so you can be more productive seems counterintuitive, but this is a message everyone in our stressed-out era will welcome.
- **Desperately needed:** Stress is a huge health problem—Crenshaw offers a straightforward and almost entirely low-to-no-cost solution.

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Business/Personal Growth

Rights: world

Most of us put work first and leave fun for last. Fun is considered a diversion, a distraction, and, at best, an occasional reward. But speaker, consultant, and bestselling author Dave Crenshaw says we've got it all wrong. By making fun a top priority—working meaningful, enjoyable breaks into each day, week, month, and year—we will not only be happier but be more successful too!

Crenshaw guides the reader through a personal experiment to discover how regular respites from work and life improve productivity, job satisfaction, and happiness. Citing scientific evidence and case studies, he explains how these "oases" from the workday desert refresh and recharge us. And because fun is too important to be left to chance, Crenshaw provides a systematic approach to make having fun a vital part of your time management plan.

Using real-world examples, thought-provoking exercises, and a healthy dose of wit, Crenshaw details a five-stage process that has helped thousands of people find a variety of satisfying oases. These fun breaks are scheduled just as solidly as meetings and deadlines and last anywhere from a few minutes to a few weeks. He shows how to use the process on the job and at home and even how to create a workplace culture that values the power of fun.

Fun and success are two sides of the same coin—you can't have one without the other. This is a book that has real power to change lives, make work more enjoyable and rewarding, and strengthen families and relationships. Let Dave Crenshaw lower your stress, raise your results, and restore recess to your routine.



Dave Crenshaw is the founder of Invaluable Inc., a coaching and training corporation that has helped transform thousands of businesses around the world. He is the author of three books, including the bestseller *The Myth of Multitasking*. He has appeared in *Time* magazine, *USA Today*, and *Fast Company* and on BBC News, and his courses on LinkedIn Learning have been viewed by millions.

Contents

Part One: The Desert and the Oasis

1. Lost in the Desert
2. Building Your Oasis
3. Your Fun Scorecard
4. The Five Stages

Part Two: The Personal Oasis

5. Stage One: Your Permission to Play
6. Stage Two: Discovering Your Fun
7. Stage Three: Scheduling Your Oases
8. Stage Four: Protecting Your Oases
9. Stage Five: Enjoying Your Oases

Part Three: The Family Oasis

10. Stage One: Family Permission
11. Stage Two: Discovering Family Fun
12. Stage Three: Scheduling Family Oases
13. Stage Four: Protecting Family Oases
14. Stage Five: Enjoying Family Oases

Part Four: The Work Oasis

15. Mixing Fun and Business
16. The Executive Level
17. The Management Level
18. The Employee Level
19. Having Fun Every Day

Kevin Cashman

Leadership from the Inside Out

Becoming a Leader for Life, Third Edition

Leadership from the Inside Out is a prescient work built on timeless, enduring principles. The first edition, published almost twenty years ago, turned leadership development inside out. Kevin Cashman's core premise, *grow the whole person to grow the whole leader*, was a radical departure from traditional leadership books—it was one of the first to connect personal development with leadership transformation.

Since then this book has sold more than 180,000 copies worldwide and has been adopted as a core text in over 150 academic and corporate universities. The new research in leadership, neuroscience, and psychology included in this edition more deeply validates its principles.

In this seminal work, Cashman offers stories, exercises, and practices to help readers develop eight mastery areas that foster heightened awareness, courage, character, authenticity, purpose, agility, service, and contribution. These so-called soft skills are not “nice-to-haves.” Research shows they are foundational for high performance and enduring value creation. The third edition features updated content throughout and a new chapter, “Story Mastery,” addressing the profound impact of narratives to inspire self-awareness and purposeful influence.

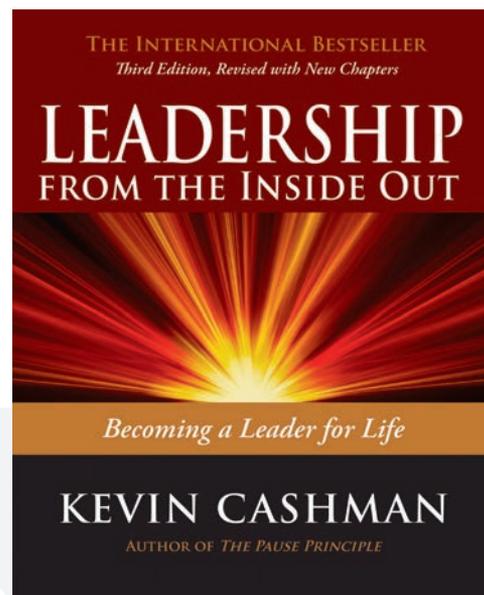
Leadership from the Inside Out serves as an integrated coaching experience that helps leaders harness their unique influence and elevate their impact as individuals, with teams, and in organizations. For everyone from CEOs to emerging leaders, this long-awaited third edition advances the art and science of leadership, which makes the book even more relevant today than when it was first published.



Kevin Cashman is senior partner, CEO and Executive Development, at Korn Ferry. He is the founder of the Chief Executive Institute, and the Executive to Leader Institute. Cashman is the author of six books, including the bestselling *The Pause Principle*. He has been featured in the *Wall Street Journal*, *Chief Executive*, *Human Resource Executive*, *Fast Company*, and *Strategy & Leadership* and by Bloomberg, CNN, National Public Radio, Oprah, and other national media.

Contents

1. Personal Mastery: Leading with Courage, Authenticity, and Awareness
2. Story Mastery: Leading with Inspiration
3. Purpose Mastery: Leading on Purpose
4. Interpersonal Mastery: Leading through Synergy and Service
5. Change Mastery: Leading with Agility
6. Resilience Mastery: Leading with Energy
7. Being Mastery: Leading with Presence
8. Coaching Mastery: Leading by Developing Others



- **New edition of a classic:** The book has been thoroughly revised and updated, with two new chapters on inspiring people with stories and developing people with coaching.
- **Visionary but practical:** The book is filled with reflective exercises and practices to foster growth—it is a rare leadership book that has both stood the test of time and creatively adapted to be relevant today.

Publication date: October 2017

\$24.95, paperback

240 pages, 7³/₈" x 9¹/₄"

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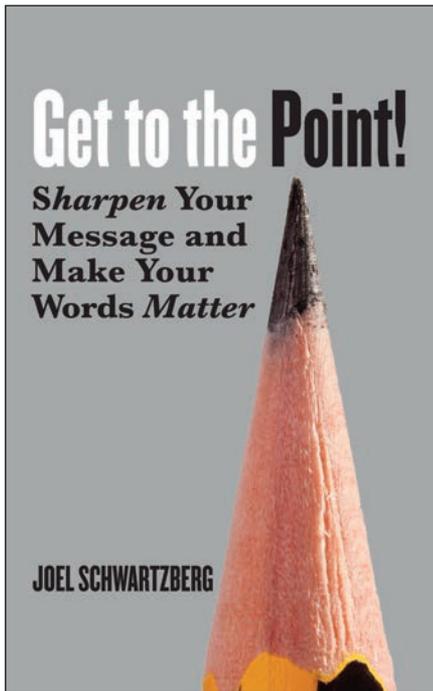
Business

Rights: world

Joel Schwartzberg

Get to the Point!

Sharpen Your Message and Make Your Words Matter



- **Expert author:** Schwartzberg has over a decade of experience as a strategic communication executive with major organizations and as a corporate communication trainer.
- **Highlights the most crucial key to effective communication:** Too many people are making themselves heard, but too few are making powerful points—Schwartzberg argues that communicating through genuine points is the most effective way to create meaningful impact.

Publication date: October 2017

\$15.95, paperback

144 pages, 5½" x 8½"

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Business

Rights: world

Every time you communicate, you're doing it for a reason. You want someone to understand something, do something, or change something. *You're trying to make a point.* But the only way to make a point is to have a point. And the surprising truth is, very few communicators know their point or even understand what a point is, rendering them pointless.

In this concise and practical book, Joel Schwartzberg draws on his decades of experience as both a strategic communication professional with organizations like the ASPCA and PBS and as a professional public presentation coach to train you how to identify your point, elevate it, stick to it, and sell it. His point-making insight applies to communications of all kinds, including speeches, emails, PowerPoint presentations, staff meetings, conference panels, and performance reviews.

So what is a point? Schwartzberg says too many people confuse it with a title, a topic, an idea, a theme, or even something much less. A point is something more. It's a contention you can propose, argue, illustrate, and prove. A real point creates a position of value. Consider the evolution of the point behind this very book:

"This book is about effective communicating." *Okay, but what will it do for me?*

"This book will help you become a better communicator." *Fine, but why do I want to be a "better communicator"?*

"This book will help you champion your most important ideas." *Yes, I need to do that! Tell me how!*

Schwartzberg's fresh approach also conquers common communication challenges like rambling, irrelevance, uptalk, slow starts, and a debilitating fear of presenting in public. He shows you how to go from simply sharing a thought to making a difference. Which would you rather do?



Joel Schwartzberg is the senior director of strategic and executive communications for the American Society for the Prevention of Cruelty to Animals. He has taught public presentation skills for over a decade to clients including American Express and Comedy Central. An award-winning author, his work has appeared in the *New York Times Magazine*, *Newsweek*, the *New York Daily News*, and the anthologies *Chicken Soup for the Soul* and *The Good Men Project*.

Contents

Introduction: The First Step

1. The Big Flaw
2. Know Your Point
3. Make Your Point
4. Sell Your Point
5. Tailor Your Point
6. Stay on Point

7. Strengthen Your Point

8. Complete Your Point

9. The Enemies of Point

10. Train Your People to Make Points

11. Cases in Point

Conclusion: Champion Your Point

Jenny Kassan

Foreword by Congressman Mo Khanna

Raise Capital on Your Own Terms

How to Fund Your Business without Selling Your Soul

You're an entrepreneur—you want to be your own boss, live a life you love, and do something great. But you need money, so you max out your credit cards, take out a second mortgage, and maybe even drive for Uber. Why? Because the only alternative is to make a devil's bargain with some venture capitalist who'll demand a tenfold return and could take your business out from under you. Right?

Wrong, says attorney Jenny Kassan. For the first time, this book lays out the vast range of capital-raising strategies available to entrepreneurs. You don't have to go the Silicon Valley route, which is frankly wrong for the vast majority of new businesses anyway. Nor do you have to unduly stress yourself or your personal finances or cut so many corners you don't give your fledging business a fair chance.

Based on her ten-plus years working with small businesses, Kassan knows the landscape of investment capital is far larger and more diverse than many lawyers and business advisors would have you believe. And we're not talking crowdfunding. There are all kinds of investors, with varying motives and expectations. Many investors are just as mission driven as you. Kassan shows how to find them and provides a primer on the laws and regulations governing fundraising.

With the groundwork set, Kassan takes you through a six-step process for creating a customized capital-raising plan: one that inspires you, excites you, and is in complete agreement with your business goals and your personal values. Jenny Kassan believes entrepreneurs are heroes; she wants to help as many of them as possible turn their big, bold, world-changing visions into reality.



Jenny Kassan has been an attorney for social enterprises for twenty-two years. She is also a certified transformational coach, social entrepreneur, and finance innovator. She has helped diverse entrepreneurs throughout the country raise millions of dollars on their own terms. She is also president of Community Ventures, a nonprofit dedicated to promoting the economic and social development of communities.

Contents

Part One: Setting the Stage

1. Busting the Myths—Forget Everything You Think You Know
2. Are You Ready?
3. The Legal Framework—What Your Lawyer Probably Won't Tell You

Part Two: Create Your Customized Capital-Raising Plan

- Step 1. Get Clear on Your Goals and Values

Step 2. Identify the Right Investors for You

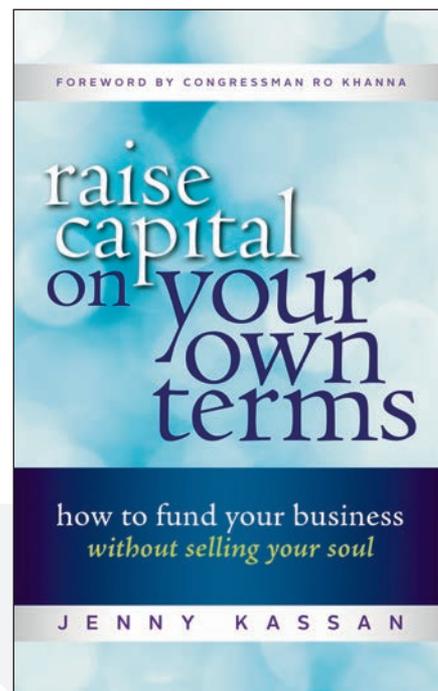
Step 3. Design Your Offer

Step 4. Choose Your Legal Compliance Strategy

Step 5. Enroll Investors

Step 6. Address Obstacles Head On

Conclusion: Pulling It All Together—Your Go-To Market Plan



- **First comprehensive capital-raising guide for entrepreneurs:** No other book describes the wide range of capital-raising alternatives available to new businesses beyond the Silicon Valley-style venture capital model.
- **Six-step guide:** This book provides a six-step process for finding and enlisting the support of investors who are a match with your personal goals and aspirations.

Publication date: October 2017

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Business

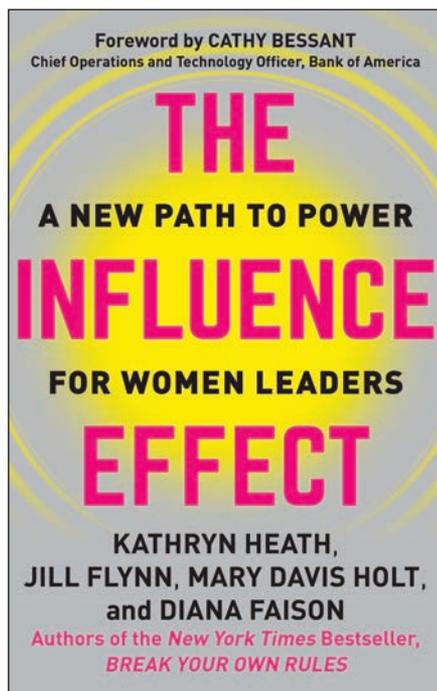
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Kathryn Heath, Jill Flynn, Mary Davis Holt,
and Diana Faison

Foreword by Cathy Bessant, Chief Operations and Technology
Officer, Bank of America

The Influence Effect

A New Path to Power for Women Leaders



- **Practical model:** Blending concrete research, engaging anecdotes, and unique tools, this book presents a practical model to help women focus on fostering the one key ingredient for success: influence.
- **Expert authors:** Kathryn Heath, Jill Flynn, Mary Davis Holt, and Diana Faison have commanded senior-level positions in Fortune 100 companies and now are nationally recognized leadership experts and consultants.

Publication date: November 2017

\$24.95, hardcover

216 pages, 6" x 9"

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Business

Rights: world

Women hold over half of all professional jobs today, yet they represent just 4 percent of CEOs in the S&P 500. Even worse, that percentage has barely budged in a decade. In every industry, from private equity investing to network television, women are underrepresented in leadership and paid less than men for the same work.

That's where *The Influence Effect* comes in. Based on recent research by the authors of the *New York Times* bestseller *Break Your Own Rules*, this book begins with the premise that what works for men at work won't work for women. Packed with new executive coaching techniques and the authors' "Big Five" strategies designed specifically for female executives, this book guides women to break past political barriers and get right to what they really want—influence.

In *The Influence Effect*, authors Heath, Flynn, Holt, and Faison make success far less complex, helping women overcome entrenched resistance to their ideas, create their own access points to power, and attract followers in a way that works for them. They present tools such as Influence Loops (to organically increase influence), Personal Scaffolding (to grow a groundswell of support), and Scenario Thinking (a savvy twist on strategic planning). These and other smart strategies, customized for women, are sure to have an enduring impact on agendas and outcomes—and finally allow women to succeed on their own terms.

Illustrated with dozens of engaging stories of female executives, *The Influence Effect* moves women past the politics problem and offers a new path to power. Actually, it's more than a path—it's a runway because it frees women to take off in their careers on their own terms. *The Influence Effect* will work for women, not because gender barriers will no longer exist, but because they will no longer hold women back.

Kathryn Heath and **Jill Flynn** are founding partners at Flynn Heath Holt Leadership. Heath is a developer of leadership programs, coach, and training designer, and Flynn specializes in creating and implementing company-specific pipelines for high-potential women. **Mary Davis Holt** is a managing partner—she is an executive coach and keynote speaker on business, women, and leadership. **Diana Faison** is a partner, with expertise in leadership training, executive coaching, and performance consulting.

Contents

Foreword by Cathy Bessant

Introduction: The Politics Problem

Part One: Prepare to Influence

1. The Influence Effect
2. Think Bigger, Aim Higher
3. Construct Your Scaffolding

Part Two: Practice: The Big Five Strategies

4. The Power of the Informal
5. Relationship Maps
6. Scenario Thinking
7. Influence Loops
8. Momentum

Part Three: Influence in Action

9. Dance with Resistance
 10. Meetings: A Case in Point
- Conclusion

Frederick H. Alexander

Benefit Corporation Law and Governance

Pursuing Profit with Purpose

Corporations today are embedded in a system of shareholder primacy, says distinguished corporate attorney Frederick H. Alexander. Nonfinancial concerns—like worker well-being, environmental impact, or community health—are secondary to maximizing share price. As a result, businesses can “succeed” while contributing to serious problems like climate risk, social instability, and economic decline.

But there is a new form of governance—the benefit corporation—that reorients corporations so that they work for the interests of *all* stakeholders. There are already 5,000 benefit corporations in the United States, and this is the first authoritative guide to the rules that govern this new and expanding form of governance.

Benefit corporations expand corporate purpose and extend the obligations of corporate managers to include the interests of all stakeholders. Alexander describes the two existing benefit corporation models and details how current relations are transformed when organizations adopt stakeholder governance. He also looks at some unsuccessful precursors to benefit corporations and why they failed.

The book is an invaluable guide for legal and financial professionals, as well as interested entrepreneurs and investors who want to understand how purposeful corporate governance can be put into practice.



Frederick H. Alexander is head of legal policy at B Lab and counsel at Morris, Nichols, Arsht & Tunnell. He prepared the initial drafts of the Delaware benefit corporation law and the American Bar Association’s white paper on benefit corporations. He has been recognized as one of the ten most highly regarded corporate governance lawyers worldwide and was previously selected as Delaware Corporate Law Lawyer of the Year and Delaware Mergers & Acquisitions Lawyer of the Year.

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Part One: Shareholder Primacy and Its Discontents

1. Corporations and Investors: Setting the Stage
2. Fiduciary Duties for Traditional Corporations: Enforcing Shareholder Primacy
3. Standards of Review: How Judges Decide If Directors Are Putting Shareholders First
4. The Responsible Investing Movement and Shareholder Primacy

Part Two: Governing for Stakeholders

5. The Model Benefit Corporation Legislation

6. The Delaware PBC Statute
7. Operating Benefit Corporations in the Normal Course
8. Operating Benefit Corporations in Extraordinary Situations
9. Constituency Statutes: A Viable Alternative for Stakeholder Governance?
10. Could a Conventional Delaware Corporation Adopt Stakeholder Values without Becoming a PC?
11. Limited Liability Companies and Special Purpose Corporations

BENEFIT CORPORATION LAW AND GOVERNANCE

PURSuing PROFIT WITH PURPOSE

FREDERICK H. ALEXANDER

- **The first and only guide to benefit corporations:** There is no other authoritative legal guide to becoming and operating as a benefit corporation.
- **Serves a growing movement:** More than thirty states have added benefit status to their corporate law, yet most business attorneys—and even benefit corporation executives—are flying blind, without references.

Publication date: October 2017

\$34.95, hardcover

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Business

Rights: world

Beyond the Book!

We're developing new, innovative ways for people to absorb and apply the lessons in our books. Most recently, we're creating two products with Jeff and Stoney DeGraff, authors of *The Innovation Code* (page 2): an online assessment and a card



The Innovation Code Card Game

You can use these cards as a team bonding exercise or as an icebreaker activity. The deck comes with 52 playing cards and 4 instructional cards. Each playing card describes a distinctive practice for a particular innovator type. Do you focus

on getting stuff done right away, or do you allow some time to bring your teammates along with you? Do you like to do several new things at once, or do you make sure that you master a skill before you move on to the next one? Discover the innovator types on your team and how you can work together more effectively in the future!

Publication date: August 2017, \$14.95, box with 56 cards and instruction sheet, ISBN 978-1-5230-9434-9

Future Leadership Literacies and Skills Self-Assessment

This self-assessment asks you to rate yourself, on a scale of one to five, on where you stand with regard to each of the five future literacies introduced in *The New Leadership Literacies*, as well as the ten future leadership skills introduced in *Leaders Make the Future*. It's designed so you can use it on your own or as part of a leadership team, group, or workshop experience.

The assessment includes a brief overview of the literacies and skills, as well as questions to ponder once you get your results

deck. And we're working with Bob Johansen to create an online assessment drawing from his new book, *The New Leadership Literacies* (page 7), and his bestseller *Leaders Make the Future*.

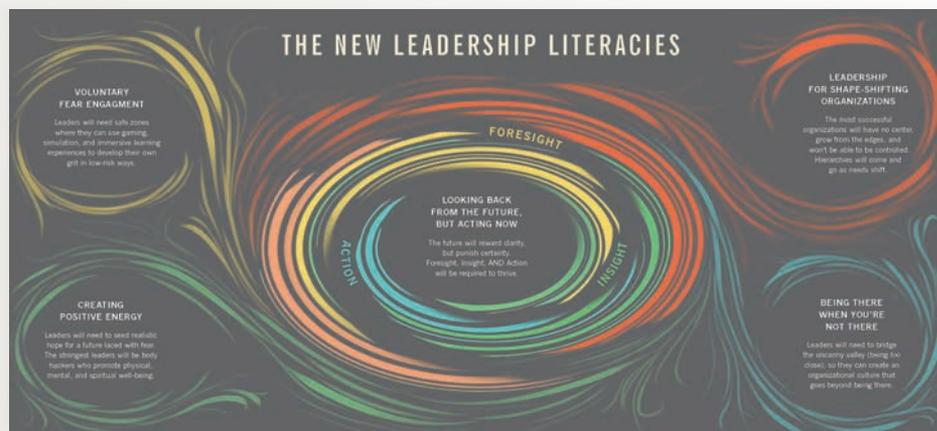
The Innovation Code Self-Assessment

Find out what types of innovators you and your teammates are and how to work with constructive conflict! This fifteen-minute assessment gives you a comprehensive report, complete with your strengths and blind spots. You'll learn how you innovate along eight different dimensions and how you can be most effective in creating the constructive conflict you need to innovate. Discover the pitfalls to avoid and how to use your innate strengths as an advantage!

**Publication date: August 2017, \$9.95
One year access, ISBN 978-1-5230-9472-1**

and suggestions for how to practice the new leadership literacies and skills. The Future Leadership Literacies and Skills Self-Assessment is a chance to reflect on yourself and your leadership—given the external future forces of the next decade. In a world where everything that can be distributed will be distributed, are you ready to lead shape-shifting organizations?

**Publication date: September 2017, \$14.95
ISBN 978-1-5230-9471-4**



COMING IN OCTOBER!

The Servant Leadership Online Training Summit

We love books at BK, but one of our goals as a company is to expand beyond them and make our content available in many different ways—to become more of a media enterprise. It's why we got into e-books early (we produced our first one in 2000), why we started producing our own digital audiobooks a couple of years ago, and why we've been experimenting with videos for years (check out our YouTube channel—www.youtube.com/berrettkoehler).

In October 2017, we're embarking on one of our boldest efforts yet: the Servant Leadership Online Training Summit.

How's It Work?

Based on a forthcoming March 2018 book entitled *Servant Leadership in Action*, edited by Ken Blanchard and Renee Broadwell, the summit will be cohosted by Ken and will be absolutely free—all people have to do is register.

Each day from October 17 to October 26, registrants will hear from two to four virtual speakers, each of whom will address a different aspect of servant leadership. The video presentations will last from forty minutes to an hour.

All in all, "attendees" (who, of course, will be attending via computer) will get approximately forty hours of presentations by thought leaders such as Marshall Goldsmith, James Kouzes, Raj Sisodia, Cheryl Bachelder, Ken Blanchard, Mark Miller, Jim Ferrell (managing partner of the Arbinger Institute), Jon Gordon, Beverly Kaye, John Hope Bryant, and many more.

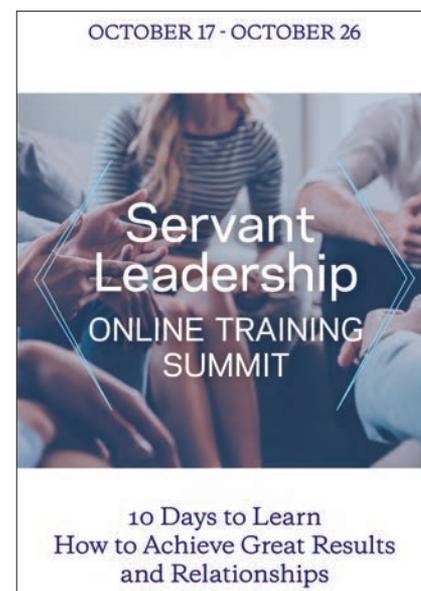
We'll also be recording the summit and making it available for purchase. People can preorder the recording before the summit begins at a considerable discount, order it while the summit is going on at a lesser discount, or order it after the summit is over at full price. Anyone who orders it before or during the summit also gets a package of additional resources by the presenters.

A Passion Project

Servant leadership is a concept that's close to BK's heart. It can be broadly described as a philosophy that says that leaders lead best when they serve others, not their own self-interest. Put succinctly, a leader leads through service. As far as we're concerned, it's the only way to lead.

It's been a guiding philosophy of Berrett-Koehler from the very beginning. And over the years we've published many books specifically on the topic, starting with the Larry Spears–edited collection *The Power of Servant Leadership* in 1998 and including, among others, Ken Jennings and John Stahl-Wert's business fable *The Serving Leader*, Ken Blanchard and Mark Miller's books *The Secret* and *Great Leaders Grow*, and former Popeyes CEO Cheryl Bachelder's *Dare to Serve*. BK also published the only biography of Robert Greenleaf, the man who coined the term.

The summit offers us another way to spread an idea that is the foundation of the kind of leadership we believe in.



Wider and Deeper

For Berrett-Koehler, the summit also offers a chance to broaden our reach since all the summit participants will promote it to their own lists, some of which are considerable. And it allows us to deepen relationships with our customers since we'll be connecting directly with them.

We've long been frustrated by the fact that so many of our books are sold through third parties. While they are all valued partners, this limits our ability to interact with and learn about our readers—for example, we don't know anything about people who buy our books through bookstores, and that's the vast majority of our sales. With the summit, we'll be connecting directly with our customers and can stay in touch with them. It'll be the beginning of a beautiful friendship.

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E-mail: sameer.mahale@harp
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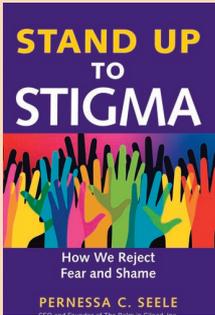


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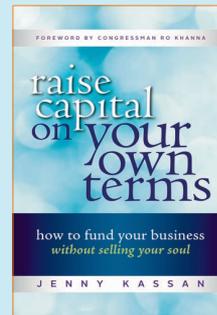
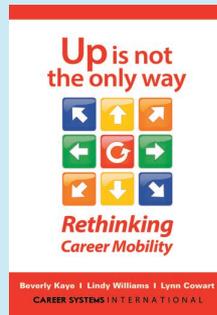
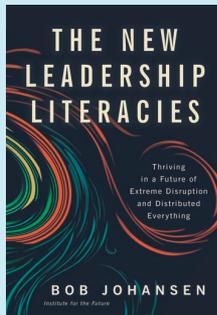
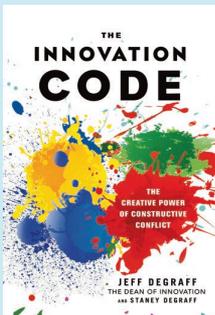
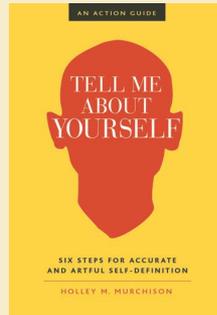
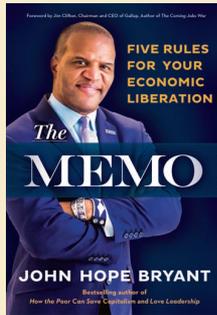
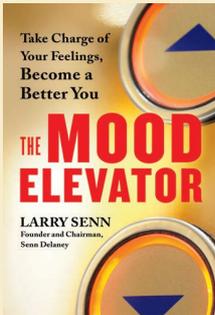
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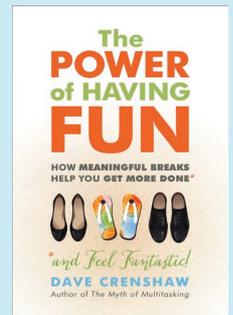
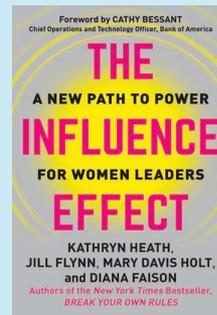
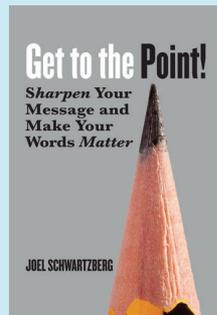
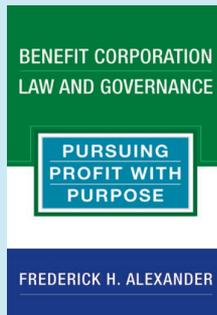
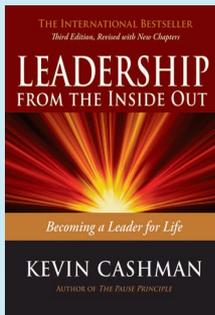
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