

"Reinvention is an essential book that gives readers the formula, principles, and tools to make quantum change happen faster, more effectively, and at scale at both the individual and organizational levels. This book is highly relevant for our times."

—Stephen M. R. Covey, *New York Times* bestselling author of *Seven Habits*



# REINVENTION

*Accelerating Results in the Age of Disruption*

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CHAPTER INSIGHTS AUTHORED BY SIX GLOBAL EXPERTS

# Resumo de Reinvention: Accelerating Results in the Age of Disruption

The Age of Disruption Today's disruptive, tumultuous, and ever-changing global business environment shows no signs of slowing. Authors Shane Cragun and Kate Sweetman believe it is time for a wake-up call to those hoping to thrive in the 21st century.

"Reinvention" is the first business book to propose a simple algorithm, common principles, and set of tools that apply to both individuals and organizations facing disruptive and radical change. The ability to pivot quickly, profoundly, and effectively might be the most important core competency individuals and organizations must attain in order to prosper in the new economy.

And it isn't enough to be able to change "when" they have to; leaders must change "before" they have to, in proactive ways that allow their organizations to leverage incoming global shockwaves to accelerate performance. Cragun and Sweetman use contemporary examples to drive important points home.

Key strategies are couched in metaphors to create visual maps that will help the reader implement their new learnings at the moment of need. The stories and case studies are compelling, eclectic, and global, and take the reader beyond just the world of business.

"Reinvention" includes chapter insights written by six global experts from six different geographical business regions around the globe."

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