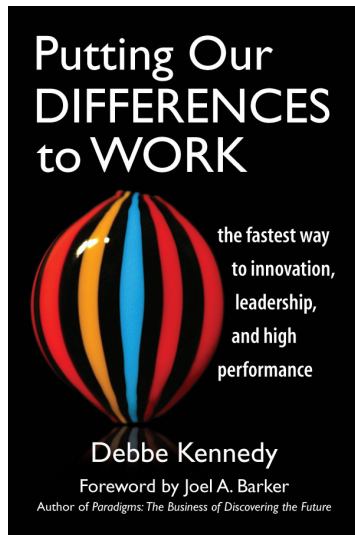


# AS SEEN IN JOEL BARKER'S 2009 **Innovation at the Verge** FILM

"What I like best about *Putting Our Differences to Work* is that *Debbe* teaches us how diversity accelerates innovation to everyone's advantage. This is a win/win/win book in which you and your people win, your organization wins, and the world wins. . . . By the way, *Debbe's* book has two chapters on innovation at the verge, which we wrote together." —**Joel Barker**, Futurist, filmmaker, and bestselling author of *Paradigms*



Debbe Kennedy is founder, president, and CEO of Leadership Solutions Companies, an award-winning enterprise since 1990, specializing in custom leadership, organizational, and virtual communications solutions—and also the Global Dialogue Center, an online virtual gathering place for people throughout the world. Formerly, she had a distinguished leadership career with IBM Corporation for over twenty years.

#### LEARN MORE:

[www.puttingourdifferencetowork.com](http://www.puttingourdifferencetowork.com)  
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Debbe Kennedy

## **Putting Our Differences to Work** The Fastest Way to Innovation, Leadership, and High Performance

FOREWORD BY **Joel A. Barker**

A practical guide that changes the prevailing rules of how to think, behave, and operate in the 21st Century. . .

- Illuminates five qualities for leaders and innovators at every level.
- Provides a proven step-by-step process for creating powerful teams based on *difference*.
- Shares first-person stories and best practices to apply the new ideas to your team and organization.
- Includes two "innovation at the verge" chapters, which Debbe Kennedy and Joel Barker wrote together.

Organizations and individuals all over the world are discovering that knowledge and know-how for putting differences to work is a critical skill and the most powerful accelerator for generating new ideas, creating innovative solutions, executing organizational strategies, and engaging everyone in the process. In this personal and practical guide for leaders and innovators ready to work at "the verge," Debbe Kennedy draws from her independent work, and collaborative research and practical experiments with Joel Barker for over a decade, showing all of us how to become better leaders at this time of challenge and opportunity.

See Joel Barker's video book review and primer to the book at [www.puttingourdifferencetowork.com/about.html](http://www.puttingourdifferencetowork.com/about.html)



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## Capability to Grow and Win

### How to Get Buy-In for NEW IDEAS

Professional Development at the Global Dialogue Center

Over 2000 leaders and innovators named their biggest challenges in presenting new ideas in their organizations. . .

23% said breaking through the noise  
84% named resistance to change

Build your capability. . . 90-minute online live professional development class with a 30-minute Group Exchange taught by executive instructors, Joel Barker and Debbe Kennedy

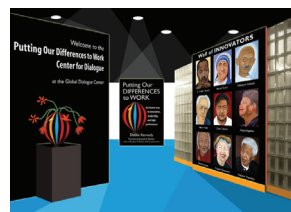
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## Online Dialogues

### You're invited!

Join Debbe Kennedy online at the Global Dialogue Center for interactive conversations with thought-leaders bringing innovation to the world.



Learn more and register to receive invitations:  
[www.puttingourdifferencetowork.com/dialogues](http://www.puttingourdifferencetowork.com/dialogues)

visit joel barker's innovation at the verge website:  
[www.innovationattheverge.com](http://www.innovationattheverge.com)

*perspectives about*  
**Putting Our Differences to Work**  
The Fastest Way to Innovation, Leadership, and High Performance

"Rarely has there been a more relevant, more needed guidebook for leaders of the future than *Putting Our Differences to Work*. Debbe Kennedy has illuminated diversity, innovation, and leadership in a way that will help leaders across the sectors to redefine the future in our times of massive change."

– **Frances Hesselbein**

Chairman and Founding President  
Leader to Leader Institute (formerly PETER F. DRUCKER FOUNDATION)  
Former CEO, Girl Scouts of America

"Personal, reflective, insightful and inspirational. Full of great ideas and a very powerful story that shows how we need to redefine leadership and diversity in order to help make the world a better place. Needs to be widely read – urgently!"

– **Dr. Bruce Lloyd**

Professor of Strategic Management  
Emeritus, London South Bank University

"The dangers of 'groupthink' are painfully apparent across our world. That's why diversity, broadly understood, is so essential to innovation and progress – as Debbe Kennedy reminds us in this pragmatic and wise guide for leaders."

– **Mike Wing**

Vice President, Strategic Communications, IBM

"The power of Debbe Kennedy's storytelling helps us all see our own accomplishments in a new light. At the same time, the stories encourage us to take our leadership to a new level. The six steps she offers provide a roadmap to leaders and organizations on how to effectively put differences to work."

– **Emily J. Duncan**

former VP, Culture and Diversity, Hewlett Packard  
President, Emily Duncan Consulting

"Leaders must find new sources of growth more than ever today. After questioning what leadership means while reading *Putting Our Differences to Work*, I found myself focused on one thing: *I, the leader, must first harness our people's rich and diverse experiences, cultures and perspectives to attract growth.*"

– **Lane A. Michel**

Executive Vice President, Quaero Corporation  
Accelerating Marketing Performance

"What an amazing contribution to the debate on innovation and where it comes from. I have to tell you that I am exhilarated and tingling with excitement by your concept of Putting our differences to Work... I am blown away by what you have to say. The two stories that you have used to illustrate your point are simply phenomenal. I am totally and completely inspired in a way I have never been inspired by a book before. what a powerful, profound and compelling argument for DIVERSITY!"

– **Dr. Wendy Luhabe**

Chancellor, University of Johannesburg, South Africa

"This book is a celebration. It's also a handbook for a revolution in leadership, relationship and creativity. It celebrates and gives guidance for a future that is happening now and is accelerating and touching, *thank God*, every part of life around the world. Debbe Kennedy guides you with fascinating stories, poems, art, visuals, solid approaches and heuristics, and resources that will be relevant for years to come."

– **Michael Ray**

Professor, Stanford University Graduate School of Business  
John G. McCoy-Banc One Professor of Creativity, Innovation and Marketing, Emeritus; author of *Creativity in Business* and *The Highest Goal*

"Apart from its form, the core ideas of Putting our difference to work are of profound significance. Seldom you find a book that draws together so visionary elements of our time and for our future-innovation, leadership, diversity and inclusion, companied with a mass of wisdom, insight, know-how and human spirits. For me personally, this book is a big treasure, where I discover the fascination of diversity, stretching myself and see the world in a big picture. This book is a guide, with which I practice leadership and experiment innovation in this globalized world."

– **Xuan Feng, M.A.**

Master graduate, researcher and practitioner  
Ludwig-Maximilians-University, Munich, Germany  
Shanghai, China

"...a remarkable book in which Kennedy provides a convincing case for the importance of differences at work for fostering innovation. She also offers a framework for engaging differences and putting them to work to foster changes in organizations (in all domains) that are essential in engaging effectively and developmentally with the turbulence of our time."

**Integral Leadership Review**

Excerpt - Volume IX, No. 3 June 2009 Excerpt  
Differences, Diversity and Development:  
A Review and Exploration by Russ Volckmann

*"Welcome the unexpected. Watch for the uncharted path that bears your name.  
Look for the signs that lead to the verge of differences.  
I'll meet you there. Lead the way!"*

–Debbe Kennedy

