



Challenge the Ordinary

Linda D. Henman

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Challenge the Ordinary is an honest book about what it takes to create an exceptional organization: balancing aspirations with realities in hiring, culture management, and growth.

—Daniel H. Pink, author of *To Sell is Human* and *Drive*

Challenge the Ordinary delivers on the promise of its title. Like an experienced coach making calls that guide teams to win despite the odds, Henman shares her time-tested wisdom to help businesses succeed in challenging times.

—Alexandra R. Lajoux, Chief Knowledge Officer, National Association of Corporate Directors, and author of *The Art of M & A Integration*

There's little room for error in today's global economy. It does not allow for mediocrity; the rules and players have changed; and ordinary simply won't work anymore. If companies don't have the best products and services and the top people delivering them, their competition will—and they will do it all over the world.

As companies expand and grow, the skills that led to their success often won't sustain further development in a more complex, high-stakes environment. Yet few resources exist to help them. They frequently flounder in their attempts to create a competitive strategy, work with the board, and keep other talented executives, managers, and employees on board, all while endeavoring to navigate the turbulent waters of leadership. They need a roadmap to success.

Challenge the Ordinary will help managers and executives at all levels:

- Avoid the traps of traditional strategy formulation and decision making.
- Discover what a leader can do to build a culture that defines “legacy.”
- Find out what leaders must do to attract, retain, and develop stars.
- Identify a clear path for organizational success.

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