

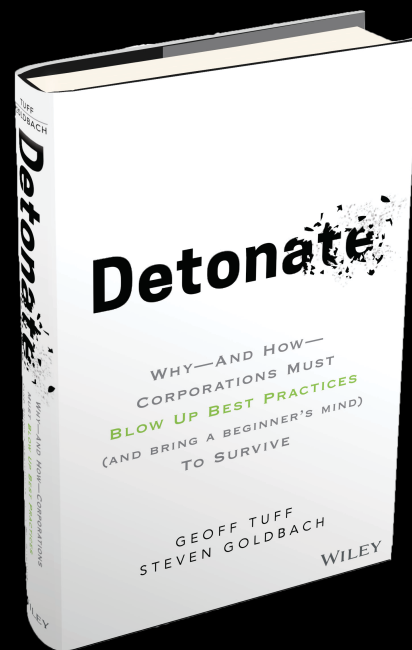
Detonate

Blow Up The Playbooks.
Ignite Change.

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Tuff and Goldbach build a compelling case for why conventional wisdom and 'best practices' are the surest way to get average results. If you truly aspire for outstanding leadership results, the words you never want to hear are 'that's the way we've always done it.' The authors of this book explain how to 'blow up' practices that companies adopt to reduce risk and, in doing so, renew your business and your organization. A must-read for any business leader!"

—CHIP BERGH, President and CEO
Levi Strauss & Co.



What does it take to build up a business?

A century ago, it took more than 2,000 workers and over two years to build Philadelphia's nine-story, 2.7-million-square-foot Sears Merchandising Center. The building would serve as a landmark whose iconic clock tower would mark the passage of time for nearly 9 decades.

So, what does it take to blow up a business? Literally: 7 seconds and 12,000 pounds of explosive for the Sears building.

Of course, Sears survived and thrived as an organization for a while. But this isn't a history book about one business. It's a book for the future of any business — your business.

Detonate is a must-have, how-to manual on blowing up the old to build up the new, while bringing a beginner's mind to nearly all that you do.

Authors Geoff Tuff and Steven Goldbach, top strategy and innovation consultants to some of the world's most successful companies, present this entertaining volume rooted in real world human behavior.

In 200 pages filled with practical advice and entertaining illustrations, they detail what's gone wrong with corporate policy, and how to set it right.

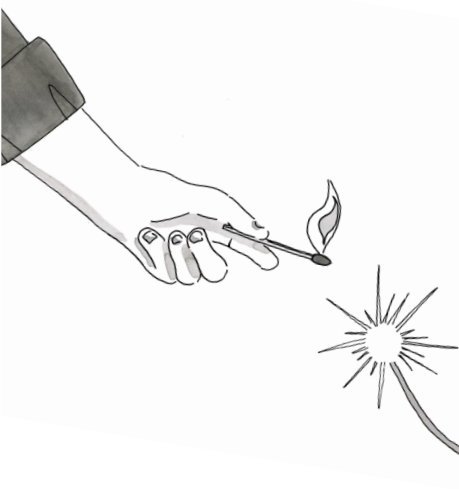
With a focus on optimism and empowerment, *Detonate* focuses on an approach and mindset that are critical to successfully compete in an era characterized by profound technological advances and uncertainty.

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***Detonate* will open your eyes to see the processes, policies, and organizational practices that have outlived their usefulness to customers, employees, and investors. Steve and Geoff give us new ways of operating logically that better align with the fast-changing requirements of our future 'everything is digital' world."**

—LOWELL MCADAM, Chairman and CEO
Verizon Communications

#detonatethebook | Available May 8
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In a fast-changing, disruptive world, *Detonate* provides great insight to how you need to transform the behavior of your organization to innovate and stay competitive. Most organizations are trapped in the pursuit of best practices and risk avoidance. This is a book for leaders."

—MARK COSTA, Chairman and CEO
Eastman Chemical Company

Who should read *Detonate*?

Anyone who hates their job.

Or anyone who loves it.

Because either way, at some point, most employees find themselves doing something and thinking, “Why on earth am I doing this? What value can it possibly bring?” And if they happen to be employed by a successful large and established organization with a tried and true business model, they likely wonder this with some frequency.

It’s possible that tens of thousands of people wake up every day to do exactly what the company’s forebears did. Most of the time, people assume that those are just the rules of business by which they must live.

If this were just a case of wasted time and some degree of human misery, that would be one thing. But we have entered an era in which continuing to blindly follow business playbooks may cause an existential threat to the average business.

Detonate helps blow up this problem.

What does *Detonate* cover?

The authors dig into seven specific “normal operating procedures” in business that should be discontinued and replaced with new practices.

At a headline level, the arguments can be summarized in a sentence each:

Financial Forecasting and Budgeting

too often optimizes for a spreadsheet outcome rather than a desired business outcome.

The underlying purpose of Strategic Planning

gets lost as the process becomes templated and routinized around an annual calendar.

Syndicated Data gives us insights that are readily available to our competitors and fools us into thinking we have an advantage.

Traditional Insight Generation relies too much on information that is prone to self-reporting bias.

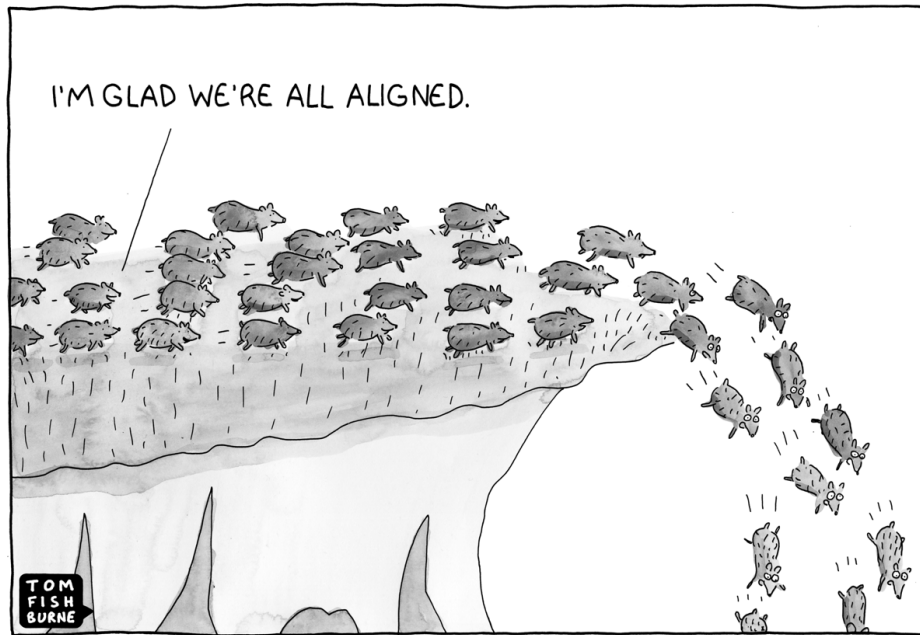
Most Risk Management Systems — and in particular Stage-Gate systems — have lost sight of their purpose in favor of process adherence.

Somehow along the way some notions about not just risk tolerance but **Celebrating Failure** have taken root.

Org Charts and Career Paths have created the perception of permanence — one of the critical enablers of best-practice orthodoxy.

The book centers on four critical guiding principles that will help you adopt the right mindset to break out of old, bad habits. All are founded upon traits that seem to come naturally to successful entrepreneurs:

1. Focus your activities on understanding and driving human behavior
2. Bring a “beginner’s mind” to all that you do
3. Embrace impermanence
4. Build minimally viable moves to “test and learn”



How will *Detonate* change corporate practices?

To borrow a line from the book and one of *Detonate's* key advisors: "Change the question, change the outcome." In discovering *Detonate*, readers can learn how to:

Spot activities and "orthodoxies" that add no value – or even destroy value – and act with confidence to call them into question.

Identify within their organizations the right places to try new practices without threatening the immediate operating performance of their core business.

Spread the word and help others discover a new, more fulfilling way of operating.

Bring to their companies new ways of thinking and acting based on lessons from successful companies, competing effectively in today's digital age.

Detonate arrives at a time when the rapidly changing marketplace leaves no room for the wasteful habits that may have served companies with the best of intentions in the past. Core themes, case studies, recommendations, and actionable advice make this book a powerful tool for competing differently.

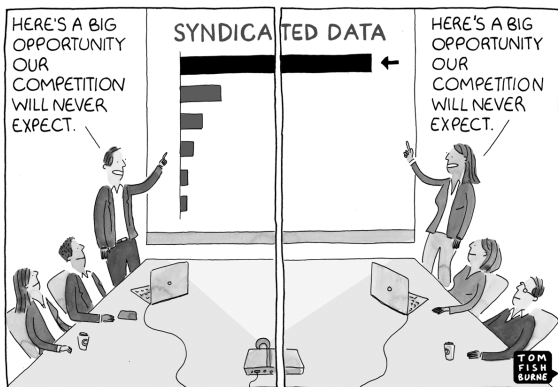
Why can executives trust *Detonate*?

In *Detonate*, Geoff and Steve draw on nearly 50 years of combined experience consulting at Monitor and Deloitte. They regularly see businesses confusing conventional wisdom with rules. As a result, businesses end up doing things that don't have a clear logic tracing back to a core objective.

The authors have seen the successes and failures, the celebrations and flameouts, the heights of excitement, and the depths of frustration. They know this stuff is real, and they're confident that readers who have spent time in large, established organizations will see some parts of their companies reflected in their observations.

Geoff and Steve tell stories ranging from their own exploits in designing backyard snow forts and playing Texas Hold 'Em to critical, company-changing decisions made by Forbes, Apple®, Tesla, and Netflix, among others. They recognize that each of us is capable of making enormous mistakes — yet equally capable to stop doing dumb stuff.

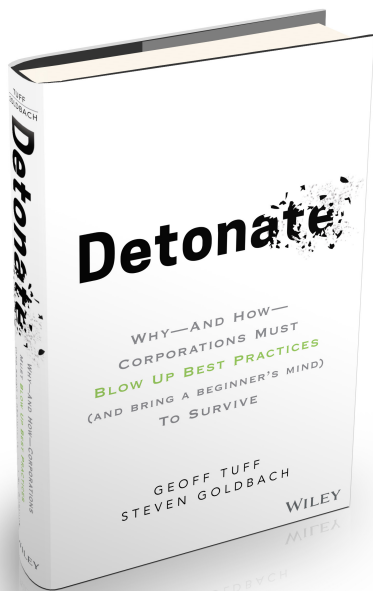
Detonate goes beyond readily available examples, however. Tapping into state-of-the-art innovation technology and thought leaders at Deloitte, they asked respondents at nearly 300 organizations about typical company behavior. The results of that survey – together with their own experience dealing with conventional wisdom – are at the heart of *Detonate*.



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***Detonate* is rooted in the real world of human behavior, unlike so many of the practices that organizations adopt out of risk avoidance and maintain out of sheer bureaucratic entropy. Tired of textbook thinking? This book challenges conventional wisdom and provides paradigm-shifting solutions."**

—TONY CIEPIEL, Chief Operating Officer
Vita-Mix Corporation



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The authors have been helping organizations 'blow up' some of their best practices for a long time. They know what they're talking about because they've seen it. They have been able to boil down successfully what they know into a readable and useful volume."

—OFRA STRAUSS, Chairperson of the Board
Strauss Group



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