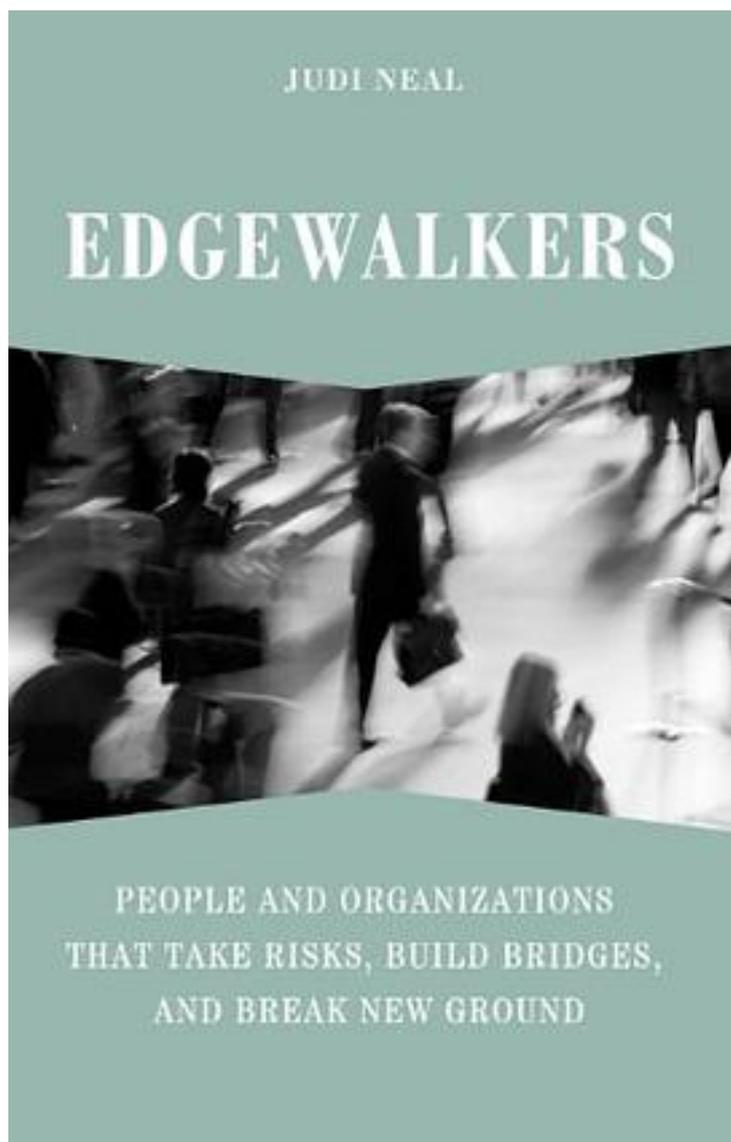


Edgewalkers



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They're the first people to volunteer to head a new business unit, lead a cross-company initiative, or take on an overseas assignment. They think creatively, forging alliances with colleagues in other departments, seeking out new solutions to old problems, and anticipating challenges on the horizon. And in today's increasingly diverse workplaces, they are often people who have pursued unusual educational and career paths, travelled widely, and speak more than one language. The author has a term for these people: edgewalkers. In ancient cultures, each village had a shaman or medicine man who would visit the invisible world to obtain vital information, guidance, and healing for members of the tribe. Today's corporate edgewalkers serve a similar function, interpreting trends from the marketplace, translating messages across departments, and envisioning the future impact of today's decisions and actions. These unconventional people often clash with more traditional, rule-bound colleagues, and they are often frustrated by organisational systems that emphasise quantitative results over creative impulses. Yet in today's fast-changing, globalised business environment, organisations must recruit and support these people in order to stay competitive. Featuring colourful interviews with edgewalkers from a variety of fields and practical tools to gauge and manage the reader's own edgewalking skills, "Edgewalkers" explores the opportunities that are created by defying formal boundaries and fostering creativity at every level of the organisation.

作者介绍:

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标签

评论

A lot of definition, quotes, interview logs, however less implementation experiences. Some models in the last chapters are not supported by research data or documents.

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书评

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