



## Designed Leadership (Hardback)

By Moura Quayle

Columbia University Press, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. Corporate leadership can be myopic in its unwillingness to fail. Education and experience can be limiting to executives-except for lessons learned from the world of design, which, when applied to management, can turn leaders into collaborative, creative, deliberate, and accountable visionaries. Design thinking loosens the mind and activates innovation. It creates the conditions for employees to thrive and for all kinds of businesses to succeed. In Designed Leadership, the strategic-design scholar and urban-systems designer Moura Quayle shares her plan for integrating design and leadership, translating processes, principles, and practices from years of experience into tools of change for professional leaders. Quayle describes the key concepts of designed leadership, such as make values explicit and learn from natural systems, showing how strategic design can spur individual creativity and harness collective energy. For managers at any level, Designed Leadership uses original visuals and examples of frontline leadership to teach the kind of thinking, theorizing, and practicing that results in long-lasting high performance in the workplace and beyond.

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