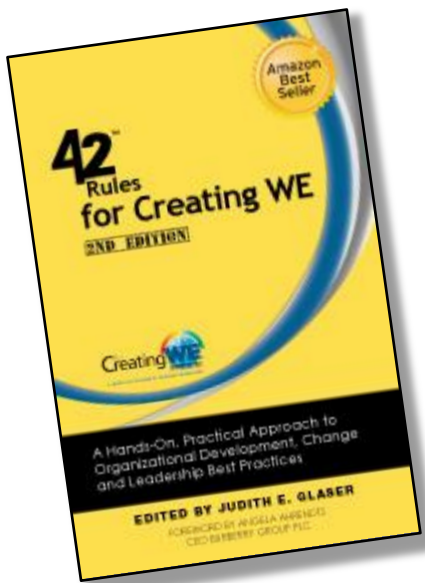


A Hands-On, Practical Approach to Organizational Development, Change and Leadership Best Practices



For 200,000 years, human beings have moved back and forth between I-Centric and We-Centric societies. Time and again, we've seen the "I to WE" pendulum swing. Yet, history has shown us that societies that prospered, withstood adversity, and created real and lasting advancements understood the power of Creating WE.



Judith E. Glaser

42 Rules for Creating WE (2nd Edition) is written by The Creating WE Institute, an international group of critical thinkers with multi-disciplinary expertise, who have come together to harvest new forms of engagement and innovation in the workplace. The Creating WE Institute's mission is bring a spirit of WE to organizations currently operating as a group of I's.

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- Shatter Old Paradigms
- Acknowledging the "I" inside the "WE"
- Understand What Moves People
- Foster Integrity, Candor and Caring
- Create Worlds with Words

Each of these concepts contains a set of timeless guidelines, practices and tools for becoming a WE-Centric leader and fostering dramatic improvements in productivity, engagement, and focus. Leaders who have the courage to explore these new concepts will begin to see more productive norms emerge in their organizations. They will see people working together toward common goals, energetically and enthusiastically. And that's when the real magic happens.

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