

**In two parts...featuring THE CONCISE GUIDE TO INNOVATIVE MANAGEMENT
...with its timesaving companion THE BUSINESS KNOWLEDGE NAVIGATOR**

“Every once in a while, a profound notion is presented in a new way. As an owner or manager, you may believe in knowledge sharing, continuous learning and improvement, but those beliefs must be operationalized to create lasting value. Though the importance of continuous learning is well established, it has proved to be an elusive concept. Practical tools are sorely needed to help managers understand how and where to systematically focus their learning initiatives. *Enlightened Leadership* is a powerful management tool for self-help, or to transform the mindset of an entire organization. It clearly illustrates how to achieve enterprise-wide, continuous learning and improvement. Additionally, it provides a comprehensive operations planning guide to readily activate team learning via ‘systematic innovative management’ (SIM). It should be in every manager’s library.”

— **Edward P. Marram, Ph.D.**, is the Director of the Arthur M. Blank Center for Entrepreneurship at Babson College, after being the Blank Center’s Entrepreneur-In-Residence and an adjunct professor at Babson for 20 years. He was an entrepreneur in the high-technology sector for 35 years and was the founder, President and CEO of Geo-Centers, Inc., a high-technology professional services firm. Inc. magazine recognized Geo-Centers, Inc. twice as one of the fastest growing, privately held companies in the United States.

“*Enlightened Leadership* is an outstanding guide for a broad array of managers. It assists in addressing and solving the vital questions encountered during the start-up of a new venture, yet also provides methodologies and approaches to the active practitioner when difficult tradeoffs and weighty problems must be overcome. One of the keys to creating successful businesses in the upcoming decades will be a thorough understanding of and approach to enterprise-wide quality and continuous improvement. *Enlightened Leadership* shows the way. It gives examples. It asks the questions. Then it gives the answers! Thomas and LoVuolo have created a masterpiece of management literature that should be in everyone’s library or desk. Amazingly advanced...it is likely to become the most dog-eared book on the shelf!”

— **Jack C. Rennie**, former Vice Chairman of AverStar, Inc., was an activist in the Small Business Association of New England, National Small Business United, Associated Industries of Massachusetts, Small Business Foundation of America and the U. S. Chamber of Commerce. He also organized and chaired the Massachusetts Business Alliance for Education, which led the way to the landmark 1993 Education Reform Act in Massachusetts.

“*Enlightened Leadership* provides a wealth of assessment tools for the thoughtful manager intent on building a progressive, integrated, and successful enterprise.”

— **Anne Donnellon, Ph.D.**, is an Associate Professor of Management at Babson College. She teaches negotiation, cross-functional teamwork and organizational design in the MBA and executive education programs. She is the author of the best selling book “Team Talk: The Power of Language in Team Dynamics.”

“The breadth of coverage is impressive. It is an excellent guide...a clear, concise, and effective how-to... covering appropriate leadership styles, team building and creative problem solving approaches, as well as the definition and guidelines for planning during different stages of entrepreneurial growth.”

— **Sandra O’Dell**, former Director of Self-Study Marketing and Executive Director of the Training Products Division for the American Management Association.

***Enlightened Leadership* will help owners, managers and team leaders to:**

- focus and accelerate your team learning and improvement initiatives
- instill energy, empowerment, purpose and commitment throughout your organization
- increase customer value
- adapt to the global marketplace
- become more successful
- and, never again wonder where to begin



Triple Loop
Learning

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