

LIST OF EXPERTS

The following were interviewed for their views on the role that purpose plays in creating and maintaining strong, healthy organizations.

- Dan Denison, Professor of Organization and Management, IMD Business School, Lausanne, Switzerland, and Founding Partner/CEO of Denison Consulting
- Retired Brigadier General Thomas V. Draude, President and Chief Executive Officer, Marine Corps University Foundation
- Tammy Erickson, consultant, McKinsey award-winning author, and named one of the 50 most influential living management thinkers by Thinkers 50
- Marshall Goldsmith, preeminent corporate executive coach and named by the American Management Association as one of the 50 great thinkers and business leaders who have impacted the field of management over the past 80 years
- Jim Guest, President and CEO, Consumers Union
- John Maxwell, Founder of the John Maxwell Company, and considered America's premier author on leadership
- Thomas Monahan, CEO, Corporate Executive Board

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LIST OF EXPERTS; A NOTE ON THE RESEARCH

- Vineet Nayar, CEO, HCL Technologies
- George Reed, Professor of Leadership, University of San Diego, and retired Army Colonel
- Michelle Rhee, Founder and CEO, Students First, and former Chancellor of District of Columbia Public Schools
- Nancy Schlichting, CEO, Henry Ford Health System
- Paul Spiegelman, Founder/CEO, Beryl Companies
- Michael Useem, Professor of Management and Director of the Center for Change and Leadership, Wharton School, University of Pennsylvania
- Roger Webb, President, University of Central Oklahoma
- Pat Williams, Senior Vice President, Orlando Magic, and best-selling leadership and motivation author

A Note on the Research

In researching this book, I worked with Chuck Martin of NFI Research to find out how managers and employees viewed purpose and the role it plays within organizations. Using the database of the American Management Association, we surveyed some 1,100 individuals. Results of the survey are integrated throughout the book as a means of underscoring key points.

The results from this study prove a salient point about leadership and management in the twenty-first century. People know the right things to do. As you will see from the data points cited at the end of relevant chapters, employees and managers have keen insight into