



Corporate Plasticity: How to Change, Adapt, and Excel

Laurent Chevreux, Wim Plaizier, Christian Schuh, Wayne Brown, Alenka Triplat

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What do The Beatles, *Apollo 13*, the Roman military, a pack of wolves, and the very best companies in the world all have in common? Answer: *Plasticity*. They can change, adapt, and excel as the situation requires.

In most organizations, strategy and functional excellence get the most attention. But even the best of either provides only limited long-term advantage. Highly effective organizations add Plasticity as a third dimension and rack up stellar breakthroughs—again and again. It is the key ingredient that allows strategy and functional excellence to deliver value.

As the authors show in *Corporate Plasticity: How to Change, Adapt, and Excel*, Plasticity also enables great organizations to break down barriers and collaborate in the pursuit of a common objective, and to reconfigure or rewire themselves to face down challenges or reach ever-stronger competitive positions.

Through entertaining stories and astute analysis, this book demonstrates that Plasticity spurs sports teams to become champions, companies to book record earnings, and artists to attain worldwide fame. You can use its principles—adaptability, flexibility, fluid networks and roles, lofty goals, and innovation, among others—to achieve operational excellence, tear down silos, and create more vibrant, creative enterprises. Your organization can become not just highly profitable and fun to work for, but an organization that can change the world.

Plasticity allows an organization to choose its own destiny, become versatile, and dare more than others. Its success lies in a set of abilities called the Magic 7:

- Purpose: Your company must discover, select, and express what it is meant for.
- Focus: Your company must have the courage to ignore everything that is not in line with its purpose, and then see that purpose through.
- Culture: Your company must create the conditions that allow people to work across boundaries and outside of predefined roles.
- Spirit: Your company must inspire people to feel part of a cause that is bigger than they are.
- Networking: Your company must provide the means, freedom, and encouragement for people to nurture and grow their internal and external networks continuously.
- Knowledge: Your company must encourage experts to provide their knowledge and make it readily available to everyone who needs it.
- Leadership: Your company's leaders must model and personify the characteristics they want others to adopt.

Silo thinking? Poor collaboration? Weak earnings? Strategies that gain no traction? *Corporate Plasticity: How to Change, Adapt, and Excel* is the answer. It shows you how to cultivate each of the seven disciplines to infuse Plasticity in an organization. That—along with razor-sharp strategy and crisp execution—will unleash the power you need to reach both personal and corporate goals. You might even change the world.

What you'll learn

- What Plasticity is and what it can do for your organization
- What abilities are needed to create Plasticity
- How to foster Plasticity to reach the grandest goals you can imagine
- How Plasticity can eliminate wasteful efforts, groupthink, and a reliance on cash cows for revenue and profit
- How Plasticity powers up innovative thinking and products
- How to use Plasticity to respond faster and better to market signals

Who this book is for

CEOs, senior executives, board directors, consultants, entrepreneurs



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