

## Welcome to our October 2014 Newsletter!

We are pleased to continue to send our *Collaborative Systems Reader*, providing you with up-to-date information and news about [The Axelrod Group](#) and collaborative change systems.

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## Create a Compelling Purpose

Emily Axelrod contributed to the ongoing conversation at [Switch and Shift](#) with her guest post about purpose.



### 5 Questions to Create a Compelling Purpose

"We need to cut 30 million dollars from operating expenses." What is your reaction to this purpose statement? Do you want to join the effort or sit on the sidelines?

**If your change process lacks purpose, you are lost.** You won't know where you are going and you may not even know how to get there. If your purpose lacks meaning, you end up disengaging the very people you need to engage.

A hospital steering team began to address this 30 million dollar cost reduction problem by clarifying their work's purpose. While this may seem obvious, the conversations they had were not.

### Tips for Creating a Compelling Purpose

The steering team discussed the following questions in order to create a compelling purpose:

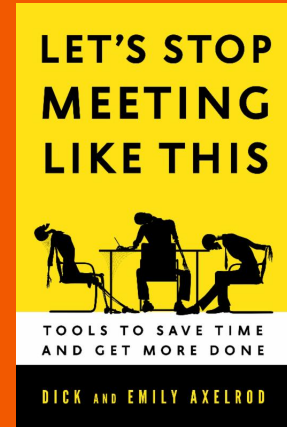
1. What do you want to create as a result of working together?
2. What will be different because this group worked on this project?
3. In order to do what?
4. To what end?

[CLICK TO READ FULL POST](#)

## SAVE THE DATE!

**Let's Stop Meeting Like This: The Workshop**  
**Sonoma State University**  
**Dec 5, 2014**  
**1:00pm - 5:00pm**

Interested? [Send us an email](#) with "Sonoma Workshop" as the subject, and we'll forward details about pricing and registration.



## Let's Stop Meeting Like This: In the News & On the Air



Press coverage for *Let's Stop Meeting Like This* has surpassed our expectations.

With excellent articles in [INC](#), [Forbes](#), and [Strategy+Business](#), (plus [others](#)), word is spreading about how to improve meetings.

Dick and Emily have been keeping busy with interviews, and have enjoyed sharing their message on various

Thanks to [Sharon Jordan-Evans](#) for this photo taken at the Seattle Airport!

[radio programs](#) as well.

**Save  
up  
to  
50%**

Haven't yet got a copy of *Let's Stop Meeting Like This*? Our publisher, Berrett-Koehler (BK), is offering The Axelrod Group community (that's you) a [25% discount on the print version of the book and 50% off the PDF version](#). Now's a great time to add *Let's Stop Meeting Like This* to your professional library.

BK is also generously offering the same discounts on the 2nd edition of *Terms of Engagement*, so if you haven't already brought the new change management to your organization, [buy this award-winning book at a low price now](#).

**Want to share these books with your team and other colleagues?** Save even more on [bulk purchases](#) direct from our publisher. Questions? Contact [Michael Crowley](#) at BK.

**These discounted prices are only available via the links above and expire on NOVEMBER 15, 2014 so [order now!](#)**

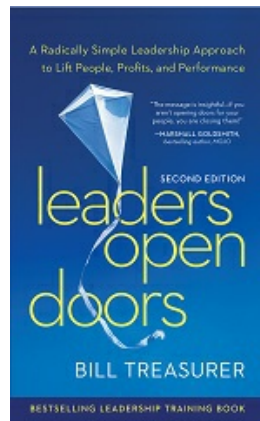
## What We're Reading

This month we're reviewing two books by fellow Berrett-Koehler authors, Marcia Reynolds, Ph.D. and Bill Treasurer, who are both colleagues and friends. If you don't know about their work, it is with great pleasure that we introduce their work to you.

## [The Discomfort Zone](#)

by Marcia Reynolds

Great coaches see possibilities in others that they don't see in themselves. But how do you get from here to there? Enter the discomfort zone. But do not go there without this book. *The Discomfort Zone* provides you with the knowledge, tools, and techniques to use challenging questions to help a person confront their blind spots, leading to changes in how they view their own behavior and the world. Whether you are a professional coach or a leader who wants to develop other leaders, this book provides you with the wisdom you need.



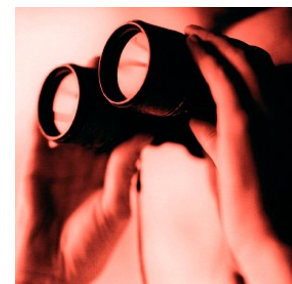
## [Leaders Open Doors](#)

by Bill Treasurer

If you bought this book for no other reason than the fact that Bill Treasurer is donating 100% of his royalties to children with special needs, that would be reason enough. Through his book, Bill, the father of a special needs child, is opening doors for children who in some cases can't open their own doors. Once you purchase this book you will realize that Bill has opened the door to a profound leadership insight: "Leaders help people and organizations grow when they focus on creating opportunities for others." Do yourself a favor and buy this book. Help yourself as well as some very special children.

## **Axelrod Sightings**

Dick and Emily have recently presented at ODN Chicago about the [Meeting Canoe](#), and at the University of Chicago Booth School of Business.



Soon you can find them at:

[The 2014 Annual OD Network Conference](#) Philadelphia, Pennsylvania

**October 25-28, 2014**

Dick and Emily will be speaking about The Meeting Design Challenge on October 27th as part of a special track of Lifetime Achievement Award Recipients.

[CLICK TO REGISTER](#)

Learn more from [Emily](#) and [Dick](#) on Twitter  
**#GREATmeetings**

And remember to get your discounts from our publisher  
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plus the Pocket Guide to *Let's Stop Meeting Like This*:  
[CLICK THIS SPECIAL SALE LINK](#)