

# THE FIRST FRIDAY BOOK SYNOPSIS PRESENTS

## LEADING IN TIMES OF **EXTREME DISRUPTION** ASSUME YOU WILL BE DISRUPTED... AGAIN, AND AGAIN, AND AGAIN, AND...

**FEBRUARY 16, 2018**  
**8:00 AM - 12:30 PM**

**RICHARDSON CIVIC CENTER**  
**411 W ARAPAHO RD**  
**RICHARDSON, TX 75080**



**Randy Mayeux**

Randy Mayeux is the founder of the First Friday Book Synopsis in Dallas, now in its 20th year, and speaks to leadership teams in many types of organizations.



**Dan Weston**

Dan Weston is a former Associate Dean of the Cox School of Business at SMU. He coaches companies using the "Mastering the Rockefeller Habits" practices.



**Pete Sorenson**

Pete's focus is to discover the next generation of organization design technology that can match the speed of disruption in this volatile, uncertain, complex, ambiguous, (VUCA) digitally fueled world.



**Ross Paterson**

Ross Paterson is passionate about unlocking human potential and driving organizational performance. He has been coaching leaders for 20 years.

## THE FUTURE IS COMING, FASTER THAN EVER.

This future is coming at an "accelerated" pace in this, "the age of accelerations" (as more than one author calls this era). This session will provide an opportunity to think about this coming future, and to better prepare you to lead your organization in the midst of challenges and disruptions you will face.

You will learn especially about the VUCA nature of the era (volatility; uncertainty; complexity; ambiguity); and you will prepare your own plan to win in this time of extreme disruption.

Come spend half a day with four accomplished, top level business consultants, and a room full of thinking people. Register online at [15minutebusinessbooks.com](http://15minutebusinessbooks.com).

**EXPECT A CLOUDBURST  
OF DISRUPTION. IN THIS  
FUTURE, LEADERS WILL  
SEE THINGS THEY HAVE  
NEVER SEEN BEFORE.**

**—BOB JOHANSEN,  
THE NEW LEADERSHIP LITERACIES**

**\$149 Regular pricing**  
**\$ 99 Early bird pricing (Register by January 31)**

# SOME IDEAS YOU WILL THINK ABOUT AND LEARN ABOUT:

SHIFT YOUR  
WORLD VIEW ABOUT  
WHAT'S HERE, AND  
WHAT'S COMING.

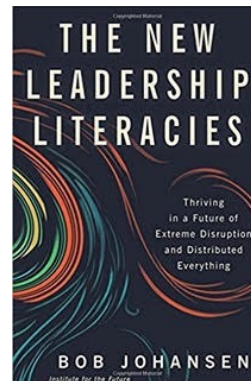
## HERE IS THE AGENDA:

### OPENING SESSION

***The New Leadership Literacies: Thriving in a Future of Extreme Disruption and Distributed Everything*** by Bob Johansen —  
extended book synopsis by **Randy Mayeux**

Randy Mayeux will present the five leadership literacies that will prepare you for this time of extreme disruption. Bob Johansen, who popularized the VUCA concept, has worked for four decades with the *Institute for the Future*. This book provides his latest take on the coming age of extreme disruption.

***The purpose of this section: To provide a deep-dive look at the five leadership literacies from Bob Johansen – literacies needed in this time of extreme disruption.***



WHAT DO WE NEED  
TO DO TODAY?  
(IF YOU WAIT UNTIL  
TOMORROW, YOU WILL  
BE TOO LATE).

### SESSION 2

**Thinking from the Future — Dan Weston**

Dan will explore the Leadership Literacies of looking back from the future that rewards clarity but punishes certainty.

***The purpose of this section: To explore and experience using the power of thinking and planning for the future.***

### SESSION 3

**Benefiting from the Coming Swirl of Digital Technology Disruptions — Pete Sorenson**

Decades ago science fiction described a fanciful future that has come to pass. Digital technology tools are creating a connected world that is disrupting how we organize and how we work. Let's explore how technology will continue to disrupt us.

***The purpose of this section: The purpose of this hour is to point out how digital technology is driving "distributed everything," "constant disruption," and "extreme dilemmas," and to help you prepare for both the impact and opportunity that is abundantly generated in this scrambled, swirling world.***

### SESSION 4

**People at Work in the Age of Disruption — Ross Paterson**

**The Future of People:** Even though the pace of change will continue accelerating, our businesses will still be made up of people. Unlocking their full potential, making decisions faster, and creating an adaptable alignment of your human resources will be a literacy the leaders of the future must master. Ross will be sharing tools he and his team have developed at XM Performance that will cut through the fog of the toughest decisions we have to make as leaders; Who Does What.

***The Purpose of this section: Extreme disruption will have dramatic implications on how leaders build and develop teams. This hour will help you cut through the fog and make great decisions about how to line up your team and make decisions about who is ready and who is not.***

**12:20-12:30: WRAP UP**

**For information, contact Randy Mayeux:**

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firstfridaybooksynopsis.com

15minutesbusinessbooks.com

YOU NEED TO PIVOT!  
BUT, WHAT WILL YOU  
PIVOT FROM;  
AND WHAT WILL YOU  
PIVOT TO?

WHY IT'S THE NEW ERA  
OF THE FISHNET  
ORGANIZATION.

HOW TECHNOLOGY  
IS ALREADY  
DISRUPTING US;  
AND HOW IT WILL  
CONTINUE TO  
DISRUPT US.