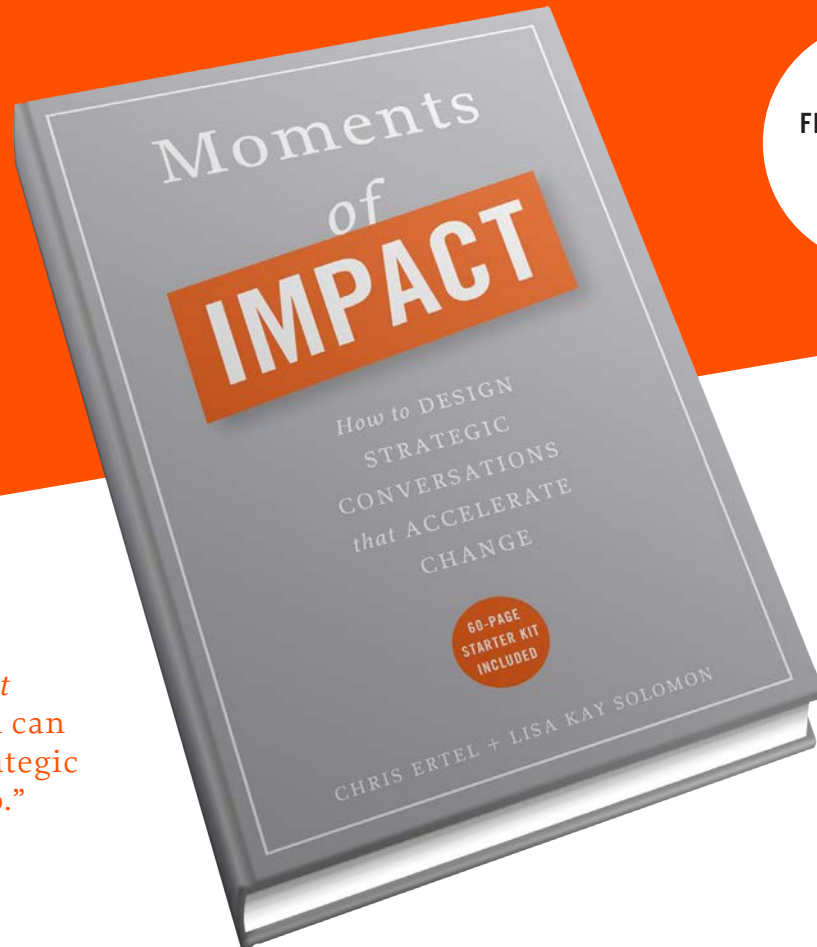


# A BOOK ON A MISSION

Transform time-sucking, energy-depleting meetings into productive, strategic conversations that create engagement, alignment, and real  
MOMENTS OF IMPACT.



COMING  
FEBRUARY 2014

PRE-ORDER  
NOW!

*“Moments of Impact shows how design can transform our strategic conversations, too.”*

Scott Cook,  
Co-founder Intuit

## OVERVIEW

*Adopted from Moments of Impact: How to Design Strategic Conversations that Accelerate Change  
by Chris Ertel and Lisa Kay Solomon, Simon & Schuster 2014*

# THIS IS A BOOK ON A MISSION

---

*This is a book on a mission:* to transform time-sucking, energy-depleting meetings into productive strategic conversations that create engagement, alignment, and real *Moments of Impact*.

In our fast-changing world, leaders are increasingly confronted by messy, multifaceted challenges that require collaboration to resolve. But the standard methods for tackling these challenges—meetings packed with data-drenched presentations or brainstorming sessions that circle back to nowhere—just don't deliver.

Great strategic conversations generate breakthrough insights by combining the best ideas of people with different backgrounds and perspectives. In this book, two experts “crack the code” on what it takes to design creative, collaborative problem-solving sessions that soar rather than sink.

Drawing on decades of experience as innovation strategists—and supported by cutting-edge social science research, dozens of real-life examples, and interviews with well over 100 thought leaders, executives, and fellow practitioners—they unveil a simple, creative process that leaders and their teams can use to unlock solutions to their most vexing issues. The book also includes a “Starter Kit” full of tools and tips for putting the book's core principles into practice.

“ This is a guide every frustrated meeting-goer should read, with advice they should all implement. The substantive and comprehensive starter kit (60 pages) is, by itself, worth the price of the book. ”

*Publishers Weekly*

# PRAISE FOR MOMENTS OF IMPACT

---

“ Conversations are how groups of people learn, collaborate and act together, but having powerful, coherent and strategic conversations takes active design and support. A must read for anyone shaping the decision environment of an organization.” ”

*Peter Schwartz, author of *The Art of the Long View* and co-founder of GBN*

---

“ In this wonderfully simple book, Lisa and Chris achieve the remarkable: they show us how to (1) Build a team that knows what it's doing, (2) Deliver complex messages in a clear way, and (3) Understand the most important business skill nobody ever taught us: empathy. ”

*Dan Roam, author of *The Back of the Napkin* and *Show & Tell**

---

“ Stories ignite understanding and engagement on our most important strategic challenges. *Moments of Impact* reveals how to go beyond data-driven meetings to generate new insights that help change our world for the better. ”

*Nancy Duarte, CEO Duarte Design, author, *Resonate* and *Slide:ology**

---

“ Solomon and Ertel get it. We need to move beyond the blah blah blah dominating our meeting rooms today. We need strategic conversations; this book shows you how to design them. ”

*Alexander Osterwalder, lead author of *Business Model Generation*, cofounder of *Strategyzer**

---

“ Strategy is one of the most overused, poorly understood words in the business lexicon. Ertel and Solomon set out to make it meaningful again, drawing on decades of experience running real strategic conversations. ”

*Clay Shirky, author of *Here Comes Everybody* and *Cognitive Surplus**

# Moments of IMPACT

How to Design Strategic Conversations that Accelerate Change

GET TO  
**BREAK-  
THROUGH**  
SOLUTIONS



CRACK  
THE CODE FOR  
**STRATEGIC**  
CONVERSATIONS



INCLUDES  
**60 PAGE**  
STARTER KIT

“If you’d like to short-circuit the meeting loop and energize your team’s ability to solve real problems and create new visions, then Moments of Impact is the book you need.”

Daniel H. Pink, author of *To Sell is Human* and *Drive*



“What if conversations at work actually mattered? Moments of Impact shows how they can, offering an actionable model for driving change and sparking creativity.”

Adam Grant, Wharton professor and author of *Give and Take*

**BUY NOW AT AMAZON.COM • BUY NOW AT BARNES & NOBLE**

**GET CONNECTED!**

**[WWW.MOMENTSOFIGMPACTBOOK.COM](http://WWW.MOMENTSOFIGMPACTBOOK.COM)**

*about the authors*



**Chris Ertel** has been designing strategic conversations for seventeen years as an advisor to senior executives of Fortune 500 companies, government agencies, and large nonprofits. A PhD-trained social scientist, he lives in Berkeley, California, with his wife and daughter.



**Lisa Kay Solomon** teaches innovation at the MBA in Design Strategy program at San Francisco’s California College of the Arts and helps executive teams develop the vision, tools, and skills to design better futures. She lives with her husband and two daughters in Menlo Park, California.