

What principles ground your organization's culture and drive its operations? And are those principles the ones best suited to solving the problems you're facing?

In *Organize for Innovation*, Red Hat President and CEO Jim Whitehurst poses these questions as he reflects on the technological, social, and economic forces impacting the ways we work. Arguing that solving contemporary business problems requires new organizational principles, models, and dynamics, Whitehurst explains how leaders everywhere can begin rethinking how they utilize data, approach failure, structure teams, and set goals—in short, how they can become more innovative.

Compiled three years after the publication of his widely read management book, *The Open Organization* (Harvard Business Review Press), *Organize for Innovation* collects Whitehurst's writing on organizational culture, organizational design, and organizational leadership today—all part of an ongoing conversation about the challenges we face in transformative, fast-moving, and uncertain times.

"Today, a culture of innovation is a strong indicator of an organization's ability to weather the kinds of constant disruption nearly every industry seems to be experiencing. But creating one is easier said than done."



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ORGANIZE FOR **INNOVATION**

RETHINKING HOW WE WORK

JIM WHITEHURST