



How to Manage in a Flat World: 10 Strategies to Get Connected to Your Team Wherever They Are

Philip Whiteley, Susan Bloch

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How to MANAGE in a FLAT WORLD

10 Strategies to Get Connected to Your Team Wherever They Are

Lead Winning Global Teams in Today's Flat Businesses!

Manage, motivate, and communicate with teams that span continents

Master all the tools available to global managers, from technology to travel

Based on exclusive interviews with dozens of successful global managers

In today's "flat" world, you must get the best from teams that span not just offices, but continents: teams of unprecedented diversity and complexity. Leading those teams, you must deliver better results faster and with fewer resources. Conventional management techniques just won't do the job anymore. You need a radically new approach to management: one that's more fluid, more agile, and far less hierarchical.

How to Manage in a Flat World teaches you that new approach. Drawing on hard-won lessons from today's most successful global managers, this book covers both high-level concepts and hands-on techniques. You'll find best practices for everything from building trust to choosing the right times to travel...even maintaining a healthy work/life balance when you're leading a team that's operating 24/7!

Susan Bloch has spent the past decade helping leading enterprises build leadership capability and effective teams. She has coached business leaders in manufacturing, financial services, construction, retailing, telecommunications, and other industries. Her clients have included Reuters, Prudential, Shell, Unilever, Philips, Sony, BT, Barclays, Standard Chartered, and Accenture. Bloch holds an M.A. in Psychology from Columbia University, and is a fellow of Ashoka, a global charity that supports social entrepreneurs.

Philip Whiteley is a freelance author and journalist specializing in management. He is author or coauthor of numerous books, including *Unshrink the People* (with Max Mckeown). He contributes regularly to leading business publications, and writes a weekly column on executive compensation for *The Times of London*.

Together, Bloch and Whiteley previously authored *Complete Leadership*.

In a flat world, managers are on the front lines. It is managers who must bring together individuals, teams, and resources from all over the planet. It is managers who must work through differences in language and culture to drive quantifiable results, and be held accountable for those results. Stripped of yesterday's hierarchical, unquestioned authority, it is managers who must earn the right to lead, every single day.

How to Manage in a Flat World gives you a complete blueprint for succeeding as a manager and leader in today's radically flattened and globalized business environment. You'll learn realistic, proven techniques for leading and motivating teams, wherever they are...using technology and travel more effectively...creating cultures of trust and motivation...coping with ambiguity while providing clarity...and building a balanced,

fulfilled life for yourself at the very same time.

- Does culture still matter? Yes, but...

Discover the “common reference points” that are emerging alongside traditional culture

- Bullet trains and mules

Integrate the super-fast pace of business and technology with the slower evolution of humans

- When there’s no substitute for travel

Make the most of face-to-face interactions on a tight budget

- Keeping a life, keeping the “real you”

Improve your work/life balance in a flat, global business environment

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