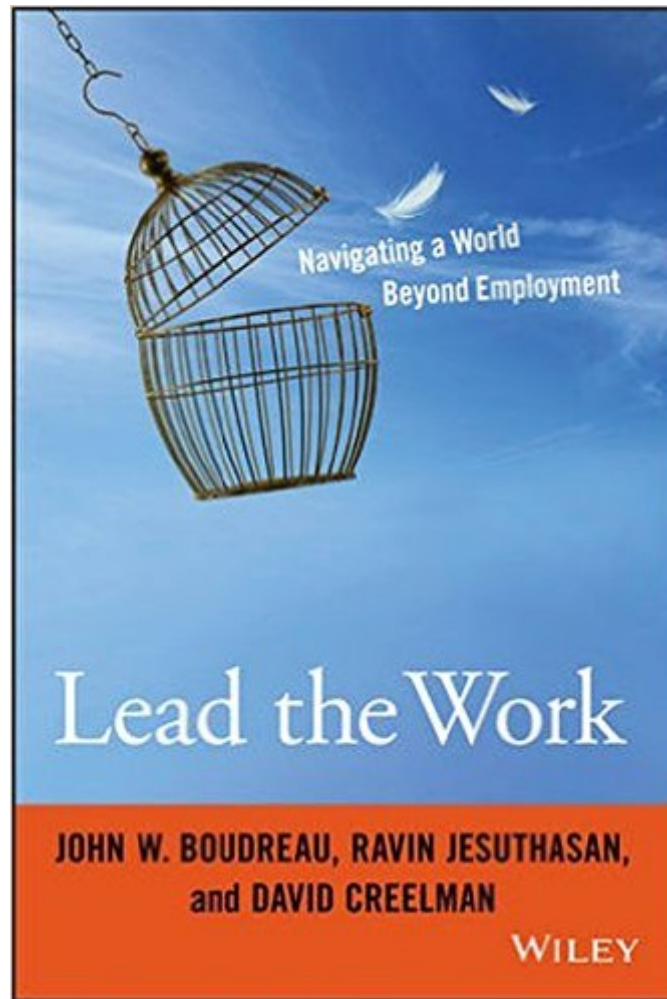


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# Lead The Work: Navigating A World Beyond Employment



## Synopsis

A detailed look at the evolution of employment and its far-reaching implications. Lead the Work takes an incisive look at the evolving nature of work, and how it's affecting management and productivity at the organizational level. Where getting things done once meant assigning it to an employee, today's leaders are increasingly at risk if they fail to recognize that talent can float into and out of an organization. Long-term employment has given way to medium- or short-term employment, marking the first step in severing the bond that once fixed an individual inside an organization. Getting work done by means other than an employee was once considered a fringe event, but now leading organizations are accepting and taking advantage of the notion that talent has shown itself to be mutable. This book explores this phenomenon in detail and provides a new roadmap to help managers navigate this new environment. The workplace has undergone many changes over the years, but the emerging trend away from traditional employment represents a massive shift that has profound implications for the business model of every organization, large or small. This book describes how management is changing, and how managers must adapt to survive. Examine the dispersed organization and the changing nature of employment. Learn how work is becoming impermanent and individualized. Find new strategies for managing and leading. Get up to speed on the decision science for the new era. Workplaces evolve like biological beings; only the strong survive, and it's the competitive edge that ensures continued success. Lead the Work describes the new landscape, and shows you how to adapt and thrive.

## Book Information

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## Customer Reviews

To what does the title of this book refer? Basically, it suggests the importance of the work to be

done at a very high level of quality rather than leading those involved in that process. This is what Diane Gerson (in the Foreword) characterizes as "work beyond employment." That is to say, in the new world of work, who does what and how they do it are far less important than the fact that the work is done and done well. Given the wide and deep impact of what James O'Toole so aptly characterizes as "the ideology of comfort and the tyranny of custom," traditional thinking about employees and those who supervise them simply isn't up to new challenges within a competitive marketplace that is both global and multicultural. There is an urgent need for alternatives to the traditional workplace models. I agree with John Boudreau, Ravin Jesuthasan, and David Creelman: "The vast majority of attention in the management literature is on what happens with employees within the organization. If we look at Model 4 [The talent platforms add a layer that dramatically increases the effectiveness of free agents by significantly lowering the transaction cost, Page 19], it becomes clear that that the work done inside the organization is only one element in a much bigger picture. For the leader of today, the question is how to optimize and lead the work across all these options." Be sure to check Figure 1.2 that offers a graphic representation that contrasts the old way of thinking about work with a new perspective.

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