



Common Purpose: How Great Leaders Get Organizations to Achieve the Extraordinary

Joel Kurtzman

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From one of the most respected names in business and leadership, a rare look at the specifics of how great leaders achieve "common purpose" and success within their organizations.

What is common purpose? It is that rare, almost-palpable experience that happens when a leader coalesces a group, team or community into a creative, dynamic, brave and nearly invincible *we*. It happens the moment the organization's values, tools, objectives and hopes are internalized in a way that enables people to work tirelessly toward a goal. Common purpose is rarely achieved. But Kurtzman has observed that when a leader is able to bring it about, the results are outsized, measurable and inspiring.

- Based on Kurtzman's all-new interviews with more than 50 leaders, including Ron Sargent, Ilene Lang, Micky Arison, Simon Cooper, Joel Klein, Janet Field, Steve Wynn, Shivan Subramaniam, Michael Dell, Richard Boyatzis, Tom Kelley, Michael Milken, and Warren Bennis
- Contains research on leadership Kurtzman has conducted during his years at *The New York Times*, the *Harvard Business Review*, Booz & Company, as well as with PricewaterhouseCoopers, Mercer, and Korn/Ferry

Based on all new interviews with some of the most dynamic, successful, and enduring leaders, *Common Purpose* sheds new light on the meaning of leadership, the crucial qualities of leaders, and most importantly, how to lead.

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