



Out Think: How Innovative Leaders Drive Exceptional Outcomes

G. Shawn Hunter

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We've entered a new era. Call it the age of imagination, ideation, conceptualization, creativity, innovation—take your pick. Creativity, mental flexibility, and collaboration have displaced one-dimensional intelligence and isolated determination as core ingredients of competitive advantage. But these 21st century methods and mindsets needed to drive innovation are only found by tapping into the discretionary levels of passion and initiative within us. This is where Out Think leadership comes in.

Out Think presents big ideas along with actionable advice to drive unique value and innovation in today's chaotic marketplace. In each chapter a key idea, behavior, or mindset shift is discussed. The shift is illustrated through proprietary interviews with business leaders conducted by the author. Techniques are described to show how the shift or idea can be implemented, with real-world examples. Assessments, exercises, and actionable messaging are highlighted throughout the book.

While some books address the changing economic landscape and the challenges of the creative age, Out Think is unique in the author's unparalleled access, spanning more than a decade, to executives and thought-leaders who are, in fact, making a measurable difference. Through interviews and collaboration with these individuals, Hunter has assembled insights, stories, and actionable take-aways, with an emphasis on results that can drive the change that leaders want and need in their organizations.

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