



Rise of the DEO: Leadership by Design (Voices That Matter)

By Maria Giudice, Christopher Ireland

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The majority of companies, their employees and their leaders navigate a space where competitors appear overnight, customers demand innovations monthly, business plans rarely last a full year and career ladders have been replaced by trampolines. This environment of constant change will only accelerate in the future and traditional business leaders are ill equipped to deal with it.

Just as we took our cues from MBAs and the military in casting the ideal CEO of the 20th century, we can look to design - in its broadest form - to model our future leader, the DEO. These leaders possess characteristics, behaviors and mindsets that allow them to excel in unpredictable, fast-moving and value-charged conditions. They are catalysts for transformation and agents of change. A hybrid of strategic business executive and creative problem-solver, the DEO is willing to take on anything as an object of design and looks at ALL problems as design challenges.

Readers will learn not only why this form of leadership is essential to the success of modern organizations, but also what characteristics are best suited to this role. Through intimate conversations with leading DEOs, we explore the mindsets, communities, processes and practices common to creative business leaders. The book lays out—graphically and through example—how DEOs run their companies and why this approach makes sense now. We help readers identify these skills in themselves and their colleagues, and we guide them in using these skills to build, revive or reinvent the next generation of great companies and organization.

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Editorial Review

Review

"The most resilient companies and institutions of today are not machines, they are wonderfully complex organisms. They require intentional leadership and thoughtful nurturing. 'Chief Decision Maker' no longer cuts it. Instead, a new kind of leader is emerging whose attributes are energetically described in *Rise of the DEO*. Here is an inspirational and accessible code-base for effective leadership in the 21st century." --Tim Brown, CEO IDEO

"Giudice and Ireland provide a simple, detailed path to becoming a successful creative leader. The DEO chooses to lead out in the open instead of from behind a closed door, to fail fast instead of fear failing, to care for the micro-details instead of micromanaging. Their creative collaboration is certain to spark a new generation of executives who learn to lead as designers, and designers who might make their way to becoming the next DEO." --John Maeda, Author of *Laws of Simplicity* and *Redesigning Leadership*, President, Rhode Island School of Design

"Rise of the DEO identifies a new generation of leaders who combine traits we typically think of as opposites. They are analytic and creative. They are rule breakers and system thinkers. These are the men and women who will change our world for the better." --Chip Conley, Founder of Joie de Vivre Hospitality and author of PEAK

"Businesses and governments have discovered the power of a creative mind to effect change and produce value. Experts note that CEOs who possess a design sensibility—or trust others who do—are best suited to thrive in a changing world. Yet not until *Rise of the DEO* has anyone captured the true potential of a design-oriented thinker at the highest level of an organization. Maria Giudice and Christopher Ireland have written a seminal work that will transform the role of the designer and the pace of innovation. This book is a must read." - Richard Grefé, executive director, AIGA, the professional association for design.

"Our cities need leaders driven by dreams and data. Rise of the DEO shows us who these leaders are and how we can create more of them." --Jay Nath, Chief Innovation Officer, San Francisco Mayor's Office

"*Rise of the DEO* goes beyond the traditional principles of leadership to the fresh and nuanced world of intuition, social intelligence and compelling messaging - the place where leaders increasingly find breakthroughs that engage contemporary talent and organizations. I've added this book to my toolkit and started introducing its suggestions into a range of coaching, talent management and organization effectiveness activities." - Joe Herold, Senior Vice President, Human Resources, Rentech, Inc

About the Author

Maria Giudice

Innovator, artist, protagonist, and positive provocateur, Maria has pursued a vision of intelligent, elegant, people-centered design throughout her professional life. Her grasp of the pragmatic, the authentic, and the essential have kept her at the forefront of design and business for over 20 years. Under Maria's leadership, Hot Studio, the experience design firm she founded in 1997, grew into a full-service creative agency with an

impressive list of Fortune 500 clients. In March 2013, Facebook acquired the talent behind Hot Studio in one of their largest "acqui-hires" to date, where Maria now works as Director of Product Design. She has spoken at conferences all over the world and co-teaches a Business and Design course at the California College of the Arts with Christopher Ireland.

Christopher Ireland

Researcher, strategist, idea generator and alliance builder, Christopher started her career with the notion that businesses could benefit from a better understanding of people and culture. Her ability to create simple explanations of complex human behavior and to translate those insights into effective design and development strategies attracted a wide range of clients including Microsoft, HP, Pepsi, Levis, Gap and more. As a co-founder and CEO of Cheskin, a firm that pioneered design research in Silicon Valley, Christopher had a ring-side seat to unrivaled feats of creation, innovation and reinvention.

Users Review

From reader reviews:

Victor Shepard:

Here thing why this specific Rise of the DEO: Leadership by Design (Voices That Matter) are different and trustworthy to be yours. First of all looking at a book is good but it depends in the content of the usb ports which is the content is as yummy as food or not. Rise of the DEO: Leadership by Design (Voices That Matter) giving you information deeper as different ways, you can find any reserve out there but there is no book that similar with Rise of the DEO: Leadership by Design (Voices That Matter). It gives you thrill examining journey, its open up your own eyes about the thing that will happened in the world which is probably can be happened around you. You can easily bring everywhere like in playground, café, or even in your technique home by train. For anyone who is having difficulties in bringing the paper book maybe the form of Rise of the DEO: Leadership by Design (Voices That Matter) in e-book can be your alternative.

Frank Bullard:

Reading can called head hangout, why? Because while you are reading a book specifically book entitled Rise of the DEO: Leadership by Design (Voices That Matter) your mind will drift away trough every dimension, wandering in every aspect that maybe mysterious for but surely will become your mind friends. Imaging each and every word written in a publication then become one form conclusion and explanation that maybe you never get just before. The Rise of the DEO: Leadership by Design (Voices That Matter) giving you yet another experience more than blown away your thoughts but also giving you useful data for your better life with this era. So now let us present to you the relaxing pattern at this point is your body and mind is going to be pleased when you are finished looking at it, like winning an activity. Do you want to try this extraordinary investing spare time activity?

Samuel Lashley:

Rise of the DEO: Leadership by Design (Voices That Matter) can be one of your beginning books that are good idea. Many of us recommend that straight away because this e-book has good vocabulary that will increase your knowledge in language, easy to understand, bit entertaining but delivering the information. The

author giving his/her effort to set every word into enjoyment arrangement in writing Rise of the DEO: Leadership by Design (Voices That Matter) but doesn't forget the main point, giving the reader the hottest along with based confirm resource info that maybe you can be one among it. This great information can easily drawn you into brand new stage of crucial imagining.

Laura Enriquez:

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