



Reinventing Communication: How to Design, Lead and Manage High Performing Projects

Mark Phillips

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In his ground-breaking book, *Reinventing Communication*, Mark Phillips shows how even the most mature organization can fail to deliver successful projects - and worse, how this can lead to an organization's demise. With clear examples, Mark reveals the underlying principles at work and introduces a revolutionary new technique for harnessing the power of communication to ensure long term success. For organizations of all sizes, this book changes the way we think about management and leadership. Mark makes his case by looking at teams and individuals that set out to deliver ambitious achievements in complex and challenging environments. We meet the leadership team that built the F-18 Super Hornet fighter jet, one of the US Navy's most successful programs. We discover the untraditional approach to risk used in building a new terminal at London's Heathrow airport. We draw lessons on corporate survival from the cat and mouse fight against IED's in Afghanistan, and are introduced to a website where online video gamers solved a critical piece of the AIDS puzzle using their gaming prowess. *Reinventing Communication* is about creating the conditions for performance and attaining long term success. Whether a start-up, a global enterprise or a government agency, this book shows us how to deliver ambitious achievements by getting communication right. It is a book that no manager, leader or innovator should be without.

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