

Synopsis

Be the Ripple (Shhh... it's the secret to building Shareholder Value) An Allegory

Be the Ripple is a business allegory about personal power and how it can be used to connect to the emotional economy. It's the week after The Beach Company has been swallowed by a down on its luck private equity firm and what's left of the management team is snowed in at a ski resort, grazing on each other's psyches, suspicious of each other's plans, at the mercy of their own fears and of some guy named Dexter, who mysteriously appears claiming to be their new CEO.

They must wrestle with the truth of this thorny acquisition (that goes awry despite their best laid plans) by peeling away the truthiness they never wanted revealed, even to themselves. Ted, Robin, Elena and Fiona must learn the painful truth from Dexter: they are all 'being the ripple' in a way that gets them what they don't want. If they want a positive future, they will have to 'fill their own tanks' first so they can be a force for positive change, ... especially for the owner of Clifftop who demands a 35% return on his investment. But at the rate they're going, it looks like this may be the worst investment that Clifftop Equities has every made, and then who will be to blame?

Be the Ripple bakes together a richly layered dish of proven tools about personal power, change leadership, becoming a 'green product' company and marketing strategy and turns out a fast-paced and character-driven tale. The lesson? In the end, what everyone wants is connection. By being the ripple, we create connection with others, with ourselves and with the market place: making the right connections is what builds great businesses. It starts one person at a time. Knowing how to be the ripple is the foundation for building reliable and sustaining revenue. Business could harness the buried power of these connections instead of pretending we all left our emotions in the parking lot. Ride the roller coaster to find out how to be the ripple as The Beach Company and Clifftop Equities learn the secret to capturing the wealth yet to be mined from the 'make it hassle free, and green please' emotional economy (as pioneered by the Gallup Organization).

As an MBA, management and marketing consultant, I have been on the inside of acquisitions. Our consulting practice addresses the organizational, strategic and people issues that are represented in this book. My husband, Rob McGregor and I developed the Smart Team tool set www.spiritwest.com which includes the Power of Five, a way to fill your fuel tanks so that you have personal power whenever you choose. It has been proven in the line of fire by many of our clients and we believe it is the key to learning and using the Law of Power. We are the co-authors of the balanced equation of leadership: Followership Intelligence: Leading So Others Can Follow and following so others can lead which is currently being proven as a management phenomenon at the Gallup Leadership Institute at the University of Nebraska. *Be the Ripple* is due to be released in excerpts on my blog at www.betheripple.com and I plan to market it through speaking engagements.