New Book Delivers an Essential Guide to Building a Business That's Smarter Than You

Monday 23 October, 2023

In worshipping at the altar of the genius CEO, we've lost sight of what really drives an enduringly successful business. *Collective Intelligence*, written by co-CEOs Jennifer Sundberg and Pippa Begg, is a guide to building a business that's fuelled by an intellectual power greater than any CEO's.

Drawing on their work with the world's most demanding leaders, from Fortune 500s to NGOs, *Collective Intelligence* looks at this world through Sundberg and Begg's unique lens to reveal surprising insights.

They share first-hand accounts of business failure at the hands of the best and brightest. And they explore what helps big companies to stay nimble, debunking some of the common myths of Silicon Valley success.

Hailed by #1 *New York Times* bestselling author Daniel H. Pink as an "essential guide" for leaders, the book makes the case for systematically empowering everyone to think hard and act fast. And it shows how the most enduringly successful companies don't rely on a genius CEO or a super-smart executive team but tap into vast reservoirs of brainpower from the boardroom to the shop floor.

The book explores the three capabilities that underpin collective intelligence: critical thinking, great communication, and a focus on the problems and opportunities that matter most. The authors also share the detailed and actionable guidance they've given to their clients over the past 15 years, so others can build these capabilities too.

Discussing their decision to write the book, Jennifer Sundberg says: "The unusual level of access we've had to boards and leadership teams has taught us a lot about what goes into creating an enduringly successful business. This book is our way of providing a glimpse into that world so that others can learn from both its successes and failures."

Pippa Begg adds: "If 15 years of working with boards and leadership teams has taught us anything, it's that you can't rely just on them. The best businesses empower everyone in their organization to do their best thinking and act on it. This book is about how every company, big or small, can strive to do that."

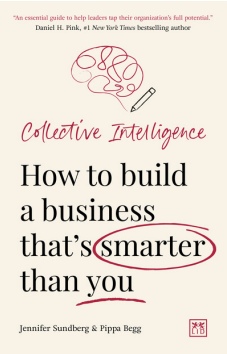
Danie H Pink, #1 *New York Times* bestselling author of *The Power of Regret, Drive* and *To Sell is Human*, says about *Collective Intelligence*: "Sundberg and Begg have produced an essential guide to help leaders tap their organization's full potential by creating the conditions for critical thinking, clear communication, and nimble execution."

ENDS

Notes to editors:

- *Collective Intelligence* is published on 9 November 2023 by LID Publishing, available as a hardback and e-book.
- Jennifer Sundberg and Pippa Begg are the co-CEOs of Board Intelligence, a leading provider of business reporting software that has supported more than 3,000 organizations and 40,000 leaders to unleash board performance and collective intelligence.
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- For more information about LID Publishing, please visit www.lidpublishing.com

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