



The Open Organization: Igniting Passion and Performance

Jim Whitehurst

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TODAY'S LEADERS KNOW THAT SPEED and agility are the keys to any company's success, and yet many are frustrated that their organizations can't move fast enough to stay competitive. The typical chain of command is too slow; internal resources are too limited; people are already executing beyond normal expectations. As the pace accelerates, how do you inspire people's energy and creativity? How do you collaborate with customers, vendors, and partners to keep your organization on the cutting edge? What kind of organization matches the speed and complexity that businesses must master—and how do you build that organization?

Jim Whitehurst, CEO of Red Hat, one of the world's most revolutionary companies, shows how open principles of management—based on transparency, participation, and community—reinvent the organization for the fast-paced connected era. Whitehurst gives readers an insider's look into how an open and innovative organizational model works. He shows how to leverage it to build community, respond quickly to opportunities, harness resources and talent both inside and outside the organization, and inspire, motivate, and empower people at all levels to act with accountability.

The Open Organization is a must-read for leaders struggling to adapt their management practices to the values of the digital and social age. Brimming with Whitehurst's personal stories and candid advice for leading an open organization, as well as with instructive examples from employees and managers at Red Hat and companies such as Google, The Body Shop, and Whole Foods, this book provides the blueprint for reinventing your organization.

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