

NEWS

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BUSINESSES MUST CHANGE THEIR STRUCTURES FOR COLLABORATION

NEW BOOK: *THE BOUNTY EFFECT: 7 STEPS TO THE CULTURE OF COLLABORATION*®

By Evan Rosen

**Apple Co-Founder Steve Wozniak Praises New Book that Shows How to Change
the Structure of Organizations from Command-and-Control to Collaborative**

San Francisco, California — The structure of many organizations has barely changed since the Industrial Age, collaboration strategist Evan Rosen reveals in his new book, *The Bounty Effect: 7 Steps to The Culture of Collaboration*®. Rosen writes that obsolete organizational structures are rendering collaboration “dead on arrival.” The book is a sequel to Rosen’s previous book, *The Culture of Collaboration*, Gold Medal Winner in the Axiom Business Book Awards.

The book gets its name from the mutiny that occurred on the H.M.S. Bounty in 1789. Before the mutiny, Captain William Bligh used a well-worn management technique: command-and-control. The mutiny forced the structure and culture to change as Bligh became a collaborative leader and his loyalists participated in decisions as they struggled for survival aboard a small boat. The mutiny was an exigent circumstance, one that demands immediate action.

The Bounty Effect happens when exigent circumstances compel companies, governments and organizations to change their structures from command-and-control to collaborative. Triggers include disruptive market forces, new competitors, regional slowdowns, natural disasters and global downturns. In his book, Rosen shows how to seize the opportunity The Bounty Effect provides by replacing obsolete organizational structures and cultures designed for the Industrial Age.

In *The Bounty Effect*, Rosen demonstrates how remnants of command-and-control structures remain embedded in businesses, government agencies and organizations of all types. These remnants include everything from organization charts and performance reviews to headquarters and the need to go through channels. “What I discovered is that most organizations—from large

corporations and small businesses to universities and government agencies—still use structures developed during the Industrial Age when command-and-control defined the culture,” according to Rosen. “These obsolete structures are holding back collaboration in the Information Age even though many organizations now have a desire to collaborate.”

The Bounty Effect shows how to transform organizations into collaborative enterprises by redesigning and rebuilding organizations on collaborative foundations. Rosen reveals how to transform organizations in 7 steps: Plan, People, Principles, Practices, Processes, Planet and Payoff.

The book includes examples from organizations including GlaxoSmithKline, Evernote, Patagonia, JetBlue, the Rockwell Group, Renzo Piano Building Workshop, Ford Motor Company, Boeing, the California Academy of Sciences, the United States Department of State, and the United States Intelligence Community.

Here is advance praise for *The Bounty Effect*:

“Apple began as a true collaboration to reject old ways and embrace new approaches to engineering and design. In *The Bounty Effect*, Evan Rosen shows how to replace your organization’s obsolete, command-and-control structure with an infinitely more valuable collaborative structure so that everybody can innovate.”

—**Steve Wozniak**

Co-Founder, Apple

Author, *iWoz: Computer Geek to Cult Icon: How I Invented the Personal Computer, Co-Founded Apple, and Had Fun Doing It*

“Innovator Rosen (*The Culture of Collaboration*) adds a second book to his series further to assert how businesses must move away from a “command and control,” or “legacy,” culture toward a collaborative one. The book’s title refers to the exigent circumstances such as a terrorist attack, a global slowdown, or a changing industry that usually force a company’s cultural change. Rosen declares that while the control method might have worked in the Industrial Age, it does not work in today’s Information Age...VERDICT: For those in positions to bring about organizational change in a business, this book provides many useful examples.”

— **Library Journal**

“Our culture is changing in the way we live, work, and interact, yet most organizations today operate on a command and control mentality. In his book, Rosen, an internationally recognized collaboration and communication strategist, presents seven steps to establishing a collaborative culture within an organization, moving away from the Industrial Age mentality to one better suited for the Information Age... Rosen reveals how organizations have been afraid to make the requisite changes and shows that there is a more fruitful path.”

—**Publishers Weekly**

The Bounty Effect includes:

- Adopting an All-Access People Policy
- Eight common myths about collaboration
- How to replace command-and-control and internal competition
- Seven components of the Collaborative Reward Process
- Five Measurement Counter-Measures
- Sustainability and collaboration
- Integrating collaborative tools into practices and processes
- Retaining expertise by tapping the Talent Ecosystem
- Collaborating among businesses, government and non-governmental organizations

- How to create value by collaborating with partners and competitors
- Establishing an organization's collaborative reputation
- How a collaborative organizational structure pays off

ABOUT THE AUTHOR:

Internationally-recognized collaboration and communication strategist EVAN ROSEN is the author of three books including *The Bounty Effect: 7 Steps to The Culture of Collaboration®* and *The Culture of Collaboration®: Maximizing Time, Talent and Tools to Create Value in the Global Economy*, Gold Medal Winner in the Axiom Business Book Awards. His ongoing research focuses on redesigning the structure of organizations for collaboration. A sought-after speaker and workshop leader, Rosen leads an interdisciplinary team at The Culture of Collaboration® Institute. His work has been featured in many media outlets including *The Wall Street Journal*, *Investor's Business Daily*, *MIT Technology Review*, *the Washington Post*, *the Washington Times*, CNBC, CBS News and CNN. Rosen is a columnist for Bloomberg BusinessWeek.com and writes The Culture of Collaboration® blog.

ABOUT THE BOOK:

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AVAILABILITY:

The Bounty Effect is available through retail outlets including Barnes & Noble, Books-a-Million and Amazon.com. The title is also available through The Distributors and Quality Books.

For bulk orders and corporate sales, contact Red Ape Publishing at sales@redapepublishing.com or 415-566-1777.

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