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Moments of Impact: How to Design Strategic Conversations That Accelerate Change

Chris Ertel, Lisa Kay Solomon

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In our fast-changing world, leaders are increasingly confronted by messy, multifaceted challenges that require collaboration to resolve. But the standard methods for tackling these challenges—meetings packed with data-drenched presentations or brainstorming sessions that circle back to nowhere—just don’t deliver.

Great strategic conversations generate breakthrough insights by combining the best ideas of people with different backgrounds and perspectives. In this book, two experts “crack the code” on what it takes to design creative, collaborative problem-solving sessions that soar rather than sink.

Drawing on decades of experience as innovation strategists—and supported by cutting-edge social science research, dozens of real-life examples, and interviews with well over 100 thought leaders, executives, and fellow practitioners— they unveil a simple, creative process that leaders and their teams can use to unlock solutions to their most vexing issues. The book also includes a “Starter Kit” full of tools and tips for putting the book’s core principles into practice.

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