



# **Spiral Up: and Other Management Secrets Behind Wildly Successful Initiatives**

*Jane C. Linder*

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Maybe the reason so many well-intentioned management initiatives fall short is because typical "best practice" methods only help managers avoid failure, rather than produce genuinely spectacular results. Jane Linder proposes a new way of managing. Based on her study of more than 40 wildly successful projects, she has identified five characteristics that fly in the face of conventional practice:

Make Space – Allow the project to grow and develop in unpredictable ways.

Get it Right – Insist on finding the right answers to the toughest questions.

Make a Difference – Reach beyond your grasp to accomplish the impossible.

Energize People – Create an emotional environment filled with challenge.

Spiral Up – Don't stop with a single achievement; use it as a step to greater success.

From developing a virtual reality simulator for underwater mining equipment to saving an Ohio oil refinery from closure, Spiral Up presents accounts of everyday project champions who have produced breathtaking results . . . and shows readers how to do the same.



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