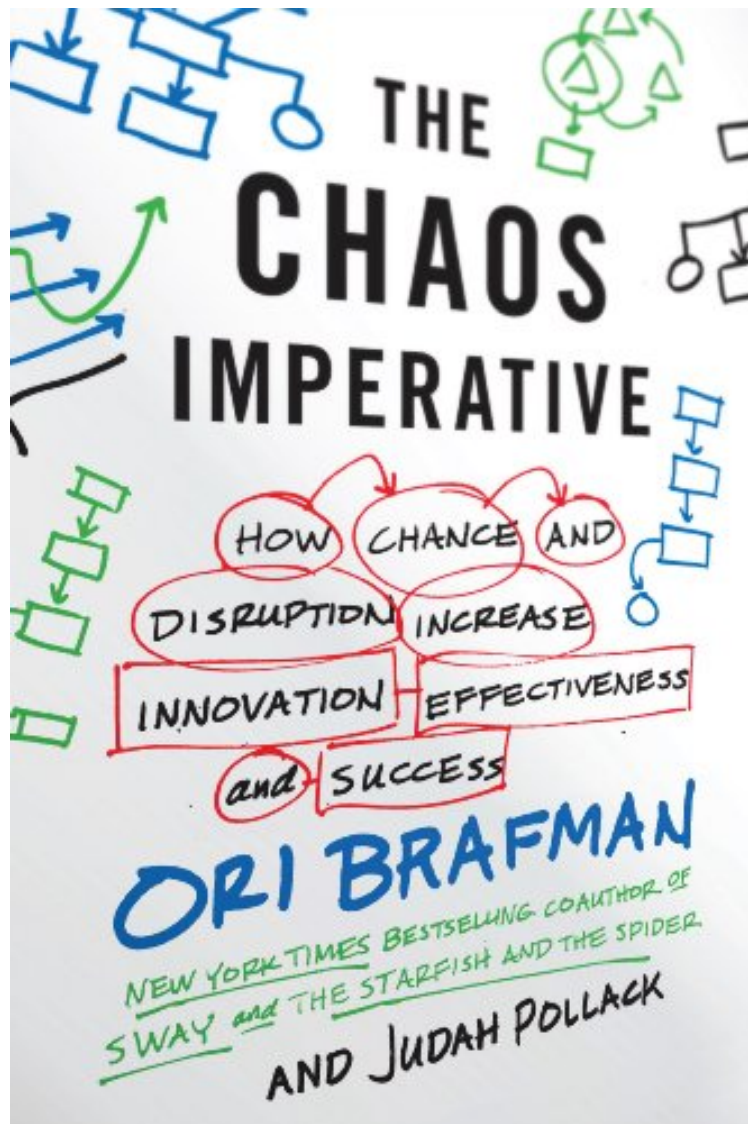


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## The Chaos Imperative: How Chance and Disruption Increase Innovation, Effectiveness, and Success

*Ori Brafman, Judah Pollack*

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**Ori Brafman, Judah Pollack : The Chaos Imperative: How Chance and Disruption Increase Innovation, Effectiveness, and Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Chaos Imperative: How Chance and Disruption Increase Innovation, Effectiveness, and Success:

2 of 2 people found the following review helpful. Cotton Candy Management TheoryBy HeinykenThis is pop-science applied to the management world. Brafman doesn't actually make any factual errors, but his conclusions are vague,

generalized and extremely anecdotal. Is it true that (1) great successes have risen from Silicon Valley and (2) there is a culture of chaos endemic there? Yes, both are true. But to draw a direct causative relationship, and further - to look over ALL OF THE COLOSSAL disasters that ALSO came out of there - is wrongheaded at best, but to encourage managers to facilitate chaos because of it is irresponsible at worst. It feels throughout the entire book that Brafman has a "neat idea" about a management theory that will give middle managers a "good feeling" at their next staff meeting, and all they REALLY have to do is just "step back and let the magic happen". This is really every bureaucrat's dream, because what Brafman is essentially instructing you to do is create a space for dialogue and then allow other people to have it -- Perfect for managers who don't know their jobs anyway! I'm cynical about self-help books and "great new management techniques". This book has interesting ideas, but I don't know how anyone would ever begin to usefully, tangibly APPLY any of them. 0 of 0 people found the following review helpful. Truly some ground shaking material that needs to be read and understood. By The Bavarian Blogger In continuing my journey as a knowledge management officer working within the confines of a governmental organization, I couldn't help but see countless parallels between the stories and challenges described and those I see on a continuing basis in the hallways, offices, and meeting rooms of my command. The challenge that lies ahead for me is to evangelize the ideas found within this short book, so my organization can begin to recognize the value and benefits of introducing constructive chaos we instigate rather than that we now simply react to. 0 of 0 people found the following review helpful. The cover is nice..... By Ron Immink The Chaos Imperative: How Chance and Disruption Increase Innovation, Effectiveness, and Success by Ori Brafman, Judah Pollack Starfish and the spider From the author of "The Starfish and the spider", which is one of my favourite books on organizational development. High hopes I had high hopes. Was a little afraid too, as I am working on a book about asymmetric management and the title suggested a lot of overlap. Nothing new I need have worried or bothered. As a book it reads well, you can finish it in a few hours, but the lessons from the book are nothing new. Much better books to read. Instead read "Loose" or "Antifragile" or "The business model innovation factory" or "Digital disruption" or "Creative Intelligence". In fact any book on innovation will do. Chaos is good The crux of the book is that chaos is good for you. You need to create some white space to allow for the creative juices to flow, you need unusual suspects (read "Mavericks at work" or "The rare find") and you need planned serendipity (which is a contradiction in terms) or at least get out of the way of not letting serendipity happen. And that is the book. Einstein, Jobs, Six Sigma He talks about Einstein, Steve Jobs, neuroscience, Silicon Valley, Six Sigma (kills serendipity) and I have read it all before. Better explained, with a lot more depth. Disappointed and delighted. The plan to write the book on asymmetric management is alive and kicking. The cover of the book is nice.....

In the bestselling tradition of *Switch* and *Made to Stick*, Ori Brafman reveals how organizations can drive growth and profits by allowing contained chaos and disruption the space to flourish, generating new ideas that trigger innovation. In *The Chaos Imperative*, organizational expert and bestselling author Ori Brafman (Sway, *The Starfish and the Spider*) shows how even the best and most efficient organizations, from Fortune 500 companies to today's US Army, benefit from allowing a little unstructured space and disruption into their planning and decision-making.

From Booklist \*Starred\* Brafman and Pollack, organizational and leadership experts, respectively, explain their thesis on the need for "contained chaos" in our personal and work lives so that new and creative ideas can emerge "out of nowhere." Framing their argument within case studies, including the U.S. Army, Brafman and Pollack explain that while organizational structure and hierarchy are essential in both large corporations and small groups, they stifle creativity. A small amount of "controlled chaos" confined within certain borders can benefit an organization's overall well-being. Elements of chaos include "white space" or time off from organized work to allow innovation and new ideas to take root; meetings without agendas; renegades, or those who don't fit into the group's traditional profile of participants; and planned serendipity, or engaging as many aspects of your organization as possible in problem solving. This small, excellent book offers thought-provoking insights for a wide range of library patrons as they face complicated challenges personally and within their businesses large and small. A must read. --Mary Whaley "This useful and practical book will be welcomed by managers looking for new ways to innovate." -Publishers Weekly About the Author ORI BRAFMAN has an MBA in organizational studies from Stanford Business School and consults with and speaks to Fortune 500 companies on organization, disruption, and innovation. Brafman is the coauthor of the New York Times bestseller *Sway*, as well as the bestselling and critically acclaimed book *The Starfish and the Spider*. For the past two years, he has worked closely with the US Army on a training program that introduces chaos theory into the Army's decision-making. JUDAH POLLACK is a regular speaker at UC Berkeley's Haas School of Business, as well as TEDx conferences around the country. An expert in the field of leadership, Pollack has worked with Google, SAP, and Oracle, as well as the Special Forces and the Army's senior leadership. Most recently he developed a program to help returning soldiers reintegrate into non-combat military life from the experience of war.