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# The Disposable Visionary: A Survival Guide for Change Agents: A Survival Guide for Change Agents

*Curtis Powell, Bill Jerome*

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## THE ~~DISPOSABLE~~ VISIONARY



A SURVIVAL GUIDE FOR  
**CHANGE AGENTS**

Bill Jerome and Curtis Powell

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**Curtis Powell, Bill Jerome : The Disposable Visionary: A Survival Guide for Change Agents: A Survival Guide for Change Agents** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Disposable Visionary: A Survival Guide for Change Agents: A Survival Guide for Change Agents:

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Is it possible for visionary leaders to adhere to their idealism and integrity without becoming casualties of corporate conservatism and executive-level politics? This book says "yes," arguing for the need for visionary change agents in organizations and resolving the paradox of visionary change in a bureaucratic environment. • Helps visionaries to identify their character traits, both positive and negative, and gives them direction on how to hang on to their idealism while more clearly perceiving how their actions affect others in the organization, including their managers, corporate leadership, or board of directors • Describes a previously undocumented yet common dynamic that has frustrated many ambitious employees, told from the visionary's own viewpoint • Explains how to manage visionaries more effectively by encouraging them to make meaningful contributions that can be embraced and claimed by others in the organization • Enables leaders who are change agents to improve their chances of staying in an executive position long enough for their ideas to gel and take positive effect • Features interesting profiles of (ultimately) successful visionaries—maverick leaders who were often initially fired or smothered for their methods and mindsets—throughout the book

"The Disposable Visionary will inspire those who passionately pursue innovative vision, but are cut down by the buzz saw of corporate politics. Bill and Curt's enjoyable yet practical insights will encourage corporate visionaries at all levels to stay the course and give others a passion for their cause." (David Neeleman, CEO, Azul Brazilian Airlines) "I love the concepts in this fresh new book by Bill Jerome and Curt Powell. They are right on target when they say, 'One of the biggest threats to a company may be its own traditions and complacency.' Whether you are at the top, bottom, or stuck in the middle, read this book for fresh hope that you can bring about change!" (Dr. Hans Finzel, President of HDLeaders and author of *The Top Ten Mistakes Leaders Make* and *Change Is Like a Slinky*) "In straightforward and forceful prose, they outline the various ways organizations too often punish creative change and reward mediocrity. This is a courageous guide to creating the organization you say you want to have and being the change agent you say you want to be." (James A. Autry, Author of *The Servant Leader*) "The Disposable Visionary offers hope to visionaries and sound guidance for organizations. Thoroughly enjoyable reading and thoroughly practical." (David A. Nershi, CAE, Executive Director, Society for Industrial and Organizational Psychology) "The liability of success is a perennial challenge. Jerome and Powell's book contributes an intriguing finding: that the so-called 'disposable visionaries' are more likely to be disposed of the more forcefully they promote what needs to be changed in a slowly failing company fixated on its past success. And for these disposable visionaries, the book offers the comfort that they are not alone, the encouragement to stick to their vision even if it means being fired, and the stories of others who have gone on to revolutionize industries and movements by forming their own organization or moving to other companies that appreciate their ideas." (Robert D. Dewar, Associate Professor, Kellogg School of Management, Northwestern University) About the Author Bill Jerome is a writer of business parables and currently the Chief Storyteller/Marketing Director for Christian Academy School System, Louisville, KY, the largest Christian school system in the country. Curtis Powell has a 30-year background in strategy development, marketing, research, and analytics for Fortune 500 companies and national associations in health care, financial services, higher education, and energy.