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Five Superpowers for Co-creators

This groundbreaking and timely book provides change makers, organizations and facilitators with practical tools to initiate and conduct multi-stakeholder co-creation processes. Such processes are of critical importance in times of rapid change, where mega trends and grand challenges influence the market dynamics of business in entirely new ways. The book provides a concrete pathway for business to become future-ready by building capacity of working outside its traditional boundaries.

The book unfolds the shift of multi-stakeholder teams from a state of competition to a state of collaboration, addressing the inner and outer dimensions of such a change. The five superpowers identified in the book are: (1) the genuine engagement of individuals, (2) collective solutions of groups, (3) transformative spaces created by facilitators, (4) the building blocks of co-creation, and (5) an effective strategy process for organizations. The book explores the challenges to achieve each of these superpowers. It also shares the stories of "heroes of transformation" and explores what have been the reasons for their success.

The Sustainable Development Goals (SDGs), the grand challenges, the future of work...call it what you want, the future is here and organizations, change makers and facilitators need nothing less than these superpowers to collaborate with other players to solve these wicked problems "out there".



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Endorsements

In a world of ever increasing uncertainty, fear, and separation, we drown in conflicts. The conflicts take root not in our weaknesses but in our strengths. In this amazing book we learn how to integrate our competing strengths to co-create the world for which we all yearn. It is a must read.

Robert Quinn, University of Michigan

Multi-stakeholder co-creation is the new normal. This book show how change makers, organizations and facilitators develop such capacity through opening our mind, heart and will. Essential reading.

Otto Scharmer, Theory U author

In times of complex and systemic challenges, we need to work together to achieve the seismic shift towards a new economic order. This book is an inspiring read for all change makers and organizations dedicated to realize the 2030 Agenda for Sustainable Development.

Lisa Kingo, Head of the U.N. Global Compact

For all leaders – current and future – this book provides an invaluable roadmap. It explains the process of collaboration in a structured way, and shows through a series of practical exercise how leaders can become change makers.

Paul Polman, CEO Unilever

Katrin Muff shares invaluable insights for cultivating co-creation superpowers. Essential for change makers!

Kate Raworth, Dough nuts Economics

Katrin Muff is a thought leader, consultant and facilitator in the transformative space of sustainability and responsibility. She has helped shape Business School Lausanne, first as Dean and later as Professor in Business Sustainability & Responsibility from 2008 to 2018. Prior, she worked as a strategist for Alcoa in Europe, the U.S. and Russia and for P&G in the Netherlands. She holds a PhD from Exeter University, an MBA from BSL and is a certified coach. Author contact: katrin.muff@gmail.com