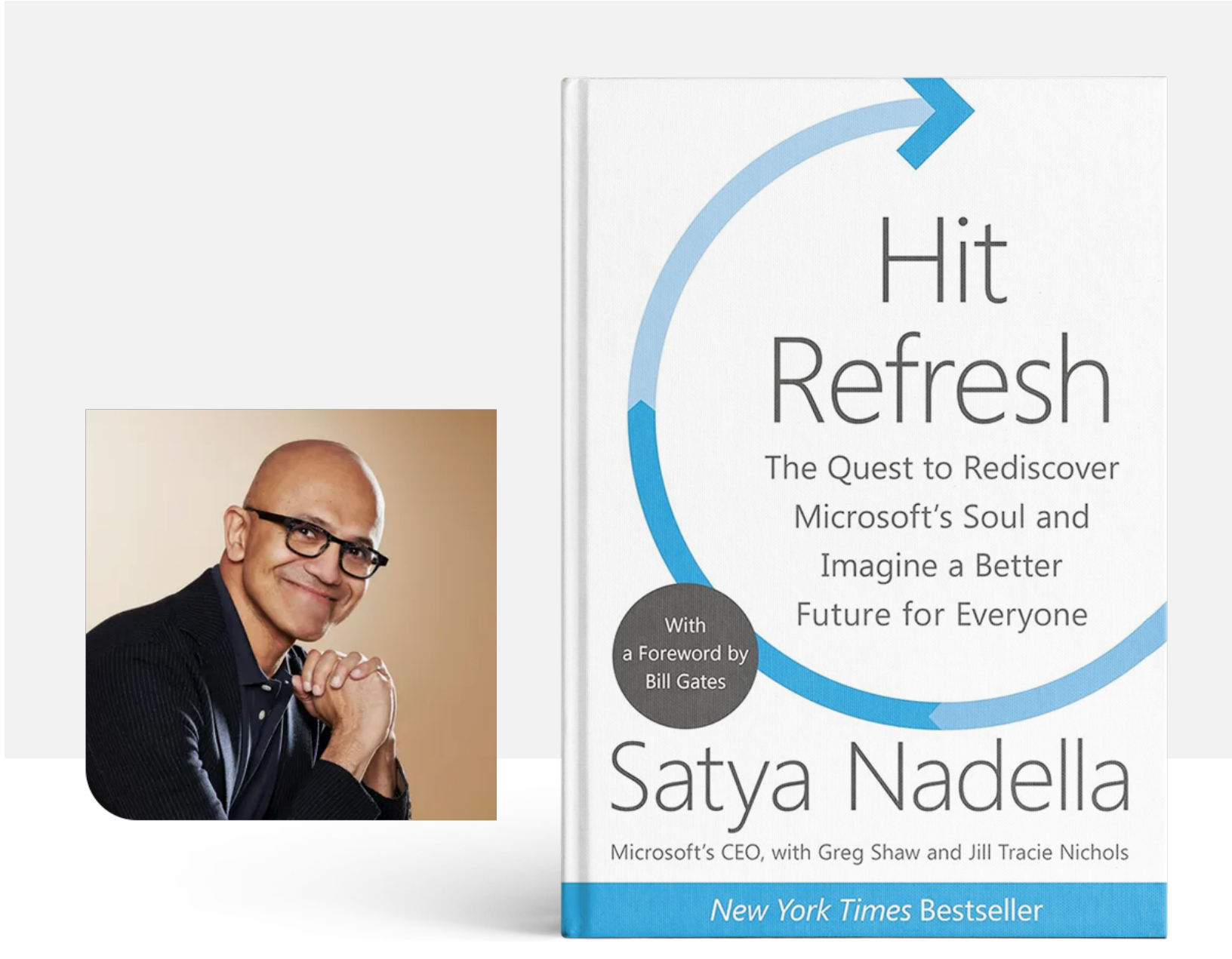


Recommended by Cindy Rose, Chief Executive Officer WPP



## Hit Refresh

'A better future for everyone'

The book *Hit Refresh* describes, based on years of experience, how to benefit all from a transformation wave. Transformation takes place inside people and the organization. It is a collective journey to demonstrate and activate new discovered values. It is about making dreams believable and ultimately achievable. We can all learn from Satya Nadella how to make this happen in the current AI wave, we are all in. We need to include a wide range of opinions and perspectives in our thinking and decision making. And make it possible for others to speak, so that everyone's ideas come through. Inclusiveness will help us become open to learning about our own biases and changing behaviors, unleashing the collective power of everyone in the organization. Seeking out, actively, the value differences.

Culture is a high priority, as it is the force of making transformation happen. It is the task of leadership to drive a sense of empathy and a desire to empower others, by creating an environment to get the best work out of everybody, experiencing the current AI transformation.

We must invest in lifelong learning to attain a higher level of thinking. Be aware, as Satya Nadella remarks, there are '*Learners*' and '*Non-learners*'. The '*Learn-It-All*' will surpass the '*Know-It-All*'. You need to disrupt yourself, rather than others disrupting you. Understanding transformation is key to being successful in business by developing a growth mindset. This thinking is what the book *Hit Refresh* is all about. Previous transformation waves have always created a better future for everyone.



*"The book 'Hit Refresh' teaches us a culture of innovation, inclusivity and continuous learning to cope with the current, fast disrupting global environment."*

Cindy Rose, Chief Executive Officer WPP

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