



From his early days in the U.S. Coast Guard through his thirty-plus years working with successful CEO's, Sandy Ogg has been a student of leadership. He earned his bachelor's in Mathematics from the Coast Guard Academy, his master's in Human Development from George Washington University, and his MBA from the Kellogg School of Management.

Sandy was Operating Partner, Private Equity Group at Blackstone in New York, and previously served as Chief Human Resources Officer for Unilever in London and as Senior VP, Leadership, Learning and Performance at Motorola.

In 2015, he was inducted into the National Academy of Human Resources Class of Fellows for his storied career in HR.

"How do you design a sustainable, adaptive, profitably growing company that can thrive tomorrow? What principles and practices will deliver profitable growth over the long term? Sandy has captured the design work and the unique contributions of the CEO and their leadership team necessary to make these happen in this invaluable book."

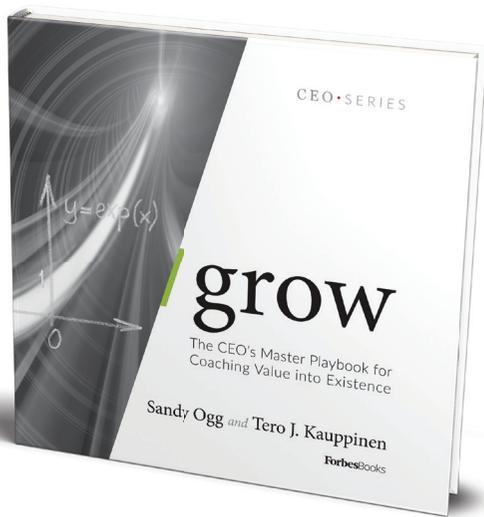
—**Alan Mulally**, retired CEO of Ford and Boeing Commercial Airplanes

"As the business landscape becomes increasingly complex, it's critical for leaders to take a fresh look at how they're guiding their teams to succeed. */grow* is a great resource that offers real-world value to C-level executives, and Ogg and Kauppinen have done a fantastic job uncovering invaluable insights about leadership and strategic decision-making."

—**Chris Nassetta**, President & CEO, Hilton

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/grow: The CEO's Playbook for Coaching Value into Existence is published with ForbesBooks, the exclusive business book publishing imprint of Forbes Media. Launched in 2016, ForbesBooks aligns with Forbes' mission to convene and curate the most-influential leaders and entrepreneurs who are driving change, transforming business and making a significant impact. ForbesBooks offers a holistic branding, visibility, and marketing platform for top business leaders and idea-makers to share their insights with the world.



Today's leaders face unprecedented challenges. Disruption is rampant, engagement levels are at historic lows, and tenures are shortening. As circumstances get tougher, business' stakeholders are expecting exponential growth and many of today's CEOs are underserved, running an outdated playbook.

Sandy Ogg has spent 30 years working with executives to solve this problem. Sandy Ogg's and co-author, Tero J. Kauppinen's, new book, */grow: The CEO's Playbook for Coaching Value into Existence*, tackles the issue by bringing to the forefront an idea that's been idling in the periphery for years; the CEO who relegates their role to pulling levers from on high is destined to fail. Ogg's innovative approach to mobilizing change puts an emphasis on design.

The old corporate adage "structure follows strategy" doesn't hold up in today's business world. For Ogg, leaders in the exponential age need to design structures that are more responsive to changing environments. Business, organization, execution, energy, and leadership all need to be designed accordingly, and in Sandy Ogg's world, that process starts with the CEO.

"Growth today comes from creating and capturing value in increasingly faster and more agile ways," says Ogg. "Everyone expects you to do with the value curve what technology is doing to the change curve. Bend it up—exponentially." The unique perspective Ogg offers in */grow: The CEO's Playbook for Coaching Value into Existence* has the potential to change modern practices of leadership while allowing CEOs to stop playing catch-up and start preparing their organizations for exponential growth.

BEHIND EVERY SUCCESSFUL ORGANIZATION, THERE IS A FACTOR THAT SETS IT APART FROM UNSUCCESSFUL ORGANIZATIONS: DEDICATED, COMPETENT, DYNAMIC AND EFFECTIVE LEADERSHIP.

/grow: The CEO's Playbook for Coaching Value into Existence is available online and in bookstores now.