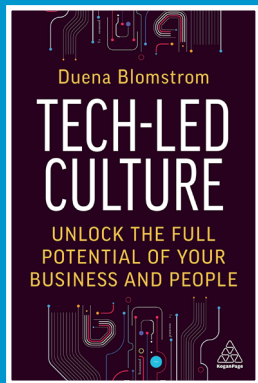


NEW
BOOK

highlights how leaders can create meaningful and lasting change to help their teams and business thrive in a future landscape led by technology



WHY THIS BOOK MATTERS

- This is a book about humans and the way they must interact at work to succeed. It takes an in-depth look at current pitfalls in company culture and how to tackle them
- Packed with strategies, case studies and original insights to arm leaders with all they need to retain staff, improve work culture and help teams thrive
- In 2022 Gallup estimated that \$7.8 trillion is lost from lack of productivity, which amounts to nearly 10% of everyone's GDP. This book offers a way of improving your business by investing in happier, engaged, psychologically safe and super-efficient employees
- Written by top 100 global tech influencer - Duena Blomstrom is an internationally recognised keynote speaker and is the CEO and co-founder of PeopleNotTech

Tech Led Culture: Unlock the Full Potential of Your Business and People is published by Kogan Page and is out on 03 October 2023

The world of work has changed significantly, and with new innovations and technologies emerging every day, leaders must ensure they don't overlook the most crucial part of any organization – their people.

As The Great Resignation continues, along with ongoing economic uncertainty causing people to leave their jobs for higher pay or more meaning, it has never been more important for leaders to integrate a people-first culture into their business if they want to help their teams thrive and create a climate of empowerment and agility in their business.

In *Tech-Led Culture*, Duena Blomstrom highlights how you can discover the new innovations and technologies that can lead to meaningful and lasting change in your business. This book provides you with the insights, knowledge and confidence you need to improve your performance and ensure that your business thrives and grows in the increasingly innovative and competitive landscape.

Tech-Led Culture is an essential companion for any leader or changemaker looking to implement and sustain change initiatives within their business which will lead to more productivity, greater innovation and better performance.

EXPERT ARTICLES AND INTERVIEWS AVAILABLE

How to lead people in an organization led by tech

Human Debt – what is it and how can leaders tackle it?

What are the 4 key organizational crises we are seeing in the workplace today, and how to overcome them

5 reasons why your company needs to start putting people ahead of process

Redefining engagement – do your staff feel psychologically safe?

We all know what toxic culture feels like – so what can leaders do to solve it?

What are 6 signs of a healthy culture at a tech-based organization

Leaders – is your productivity paranoia stopping your teams in their tracks?

Meet the Fin-Tech star who is re-shaping the world of work

ABOUT THE EDITOR



Duena Blomstrom is an international keynote speaker, a top 100 global technology influencer and LinkedIn Top Voice with over 250,000 followers and 122,000 subscribers. She is an entrepreneur and former corporate leader who is now the co-founder of PeopleNotTech, and Tech Led Culture, companies that fight against Human Debt at work both commercially and ideologically through a team wellbeing and high-performance platform and a framework to reduce it. She is also the author of "Emotional Banking" and of "People Before Tech: The Importance of Psychological Safety and Teamwork in the Digital Age", and advises the world's top executives and companies on their people strategy.