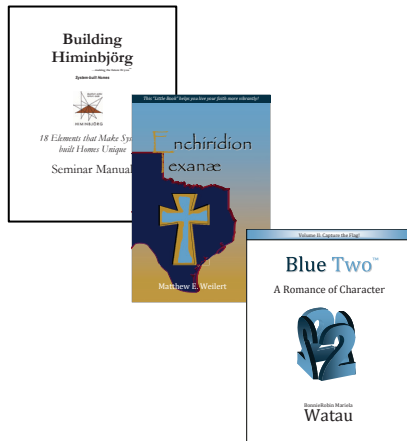


## Business Fables: Capturing vital truths which never appear on a balance sheet



STI Press proudly announces a new line of “business fables” with the Skerja Press imprint, in the style of Eli Goldratt’s *The Goal* and Peter DeMarco’s *The Deadline*. Skerja Press targets the entrepreneur and mid-tier professional, with vital business topics in a narrative format that deliver cross-disciplinary insights beyond what a case study could ever teach.

Recognizing that we are a unified mind-body-spirit and that attempts to separate our lives into unrelated threads fail from the outset, STI Press energetically embraces practical, pragmatic engineering concepts as well as profound and deep spiritual topics, ranging from the science of bridge construction to the beauty of a pilgrimage crossing that bridge.

The Editions Himinbjörg imprint delivers resources to reunite science and art. Recognizing the inherent beauty of good design, Editions Himinbjörg books & media show how choices to pursue good design are profoundly powerful and more cost-effective guides in producing a sustainable, lean business.

### SKERJA PRESS

#### **19 Days™ to Business Intimacy: *A fortnight plus five***

Matthew E. Weilert

In the spirit of 'Peopleware' and 'Wicked Problems, Righteous Solutions' comes a new volume with a cross-disciplinary approach to global leadership challenges. In a recent survey, 1500+ global managers voted by a 3:1 margin, that cross-disciplinary insight was the talent most in-demand to handle the complexity of today's business. *19 Days* maps out a path to the destination of business intimacy, the widely understood yet all too rarely acknowledged fact that people have to trust you to tell you what you need to hear rather than what they think you want to hear.

The Pareto Principle is alive and well—unfortunately. Eighty percent of all projects fail to meet the planned goals, milestones, or deliverables. The issue is not incorrect logistics, lack of capital, or incorrect design. It's more fundamental: the lack of communication and more specifically, failure to transparently communicate results of misapplied resources, inadequate focus, inappropriate funding distribution, and misunderstanding. This will probably increase as the millennium generation moves more significantly into the

workforce, adding another level of communication challenges to deal with.

Cross-disciplinary insight (CDI) addresses how to resolve these hidden or residual risks. In order to do this, we have to go beyond conventional approaches to risk discovery. CDI offers these 3 benefits:

1. CDI allows you to *see around corners* to help you recognize signal events that arise from the intersection of factors outside your own industry;
2. CDI offers a *time warp* because it compresses decades of experience into practical staff coaching and refined, updated work practices; so you can access a lifetime of learning without spending a lifetime to acquire it;
3. Most importantly CDI is a *profit-producing practical habit* arising from the humble awareness that there's always more to learn.



ISBN: 978-1-936248-00-1

6 x 9, 396 pages, paper

\$47 [USD](#) £30 [GBP](#) ₹ 2,938 [INR](#) \$54 [AUD](#)

\$52 [CAD](#) €37 [EUR](#) 157 lei [RON](#) \$58 [NZD](#)

*Currency data provided by xe.com, using live mid-market rates; offered for reference only.  
The price you pay at time of purchase in listed currencies will almost assuredly differ from amounts shown here.*

#### ABOUT THE AUTHOR

Matthew Weilert, (Texas A&M '84), helps leaders and the people they serve, to achieve profound clarity in seeing beyond the commonplace to exceptional achievement, through the lens of faith. Advising billion-dollar brands like Kraft, Coca-Cola, Bacardi, GM & the US Navy on what it takes to go from "good to great" in performance improvements (ops & finance), Matt is a "global mindset thinker" (Thunderbird 2011), who has the privilege of working with networks of leaders across industries (see <http://globe.systemkey.net>) to deliver better results across the board.

#### Forthcoming:

**19 Days™ Calendar** (perpetual) with annual overlays

ISBN: 978-1-936248-01-8

#### **Ohno meets Oh No!:**


*Lean Startup Wisdom Applied to Risk Management*

ISBN: 978-1-936248-02-5

#### **Leadership Lessons of a Sushi Chef:**

*The Lean Guide to Eating Y.O.U.R. Competitors' Lunch*

ISBN: 978-1-936248-68-1



If solving complex-compound problems so they stay solved fascinates you, let's talk.  
Interesting things happen when talented people work together.

[systhink@systemkey.net](mailto:systhink@systemkey.net)

+1-866-288-0530 North America

+1-847-227-3006 International

@systhink or @systemkey

Systems Thinking Institute Press

Lost Pines, Texas 78612

<http://stipress.com>

[orders@stipress.com](mailto:orders@stipress.com)