

Polly LaBarre

Co-Author of *Mavericks at Work*, Co-Founder Management Lab, and Founding Writer, *Fast Company*

All change goes against the rules. Polly LaBarre arms leaders with a Maverick Manual to hack the status quo and ramp up originality, invention and game-changing disruption. The true work of leadership, she says, is inspiring, unleashing, and amplifying human creativity, passion, and resourcefulness - creating a cultural DNA where the response to change happens almost as fast as change itself. Co-author of *Mavericks at Work: Why the Most Original Minds in Business Win* and founding team member of *Fast Company* magazine, Polly is co-founder of Management Lab, the think-and-do tank where she consults with top global brands. Polly is also a top speaker who leaves audiences with actionable lessons from organizations and leaders who are transforming their cultures and industries by breaking the rules and harnessing the human element. She inspires people to engage and reimagine the challenges they face, become fearless experimenters, and rethink the work of leadership.

Along with her partners at the Management Lab (MLab), Polly has developed a pioneering method and platform for changing how large organizations change. They run large-scale, real-world experiments in "hacking management" to build the deep organizational capabilities crucial for thriving in a creative, disruptive world: adaptability, innovation, and inspiration.

In addition to running global "management hackathons," MLab has also built the Management Innovation eXchange (MIX), the world's largest community of management innovators, created a clearinghouse of management hacks and innovation stories, and launched a series of events.

Polly has traveled the world to work with the courageous contrarians, management mavericks, and pioneering progressives who are inventing the future of organizations and business. While these are organizations of every stripe that hail from every realm of endeavor, they do share a common credo: that the most winning organizations are animated by an utterly distinctive and deeply-felt point of view – a set of ideas with the power to fundamentally reshape the sense of what's possible; that work is personal, values rule, freedom is a bigger game than power, and nobody wins unless everybody wins.

Early in her career, as part of the founding team of *Fast Company* magazine, Polly played a central role in the remarkable success of a magazine that recast the conventional wisdom on power, competition, work, leadership, innovation, and change. The magazine introduced the world to a new universe of organizations and leaders whose management models were as distinctive as their business models were disruptive.

Polly is the co-author of the award-winning book *Mavericks at Work: Why the Most Original Minds in Business Win*, which was a *New York Times*, *Wall Street Journal*, and *BusinessWeek* bestseller. Published in over 20 territories, *Mavericks* was a "Business Book of the Year" for *The Financial Times*, the *Miami Herald*, and *The Economist*, which called the book "a pivotal work in the tradition of *In Search of Excellence* and *Good to Great*." CNN, CNBC, and GMA all created series around the book.

Polly's writing has appeared in a variety of publications, including *Fast Company*, *The New York Times*, *the Wall Street Journal*, Harvard Business Review online, Fortune.com, the *McKinsey Quarterly*, and she has served as business and innovation correspondent for CNN.

