

AGATE

FINE PRINT.

A NOTE FROM THE PUBLISHER

Dear Reader,

I'm writing to tell you about ***LASTING CONTRIBUTION: How to Think, Plan, and Act to Accomplish Meaningful Work*** (Agate B2, 978-1-932841-29-9, 128 pages, September 29, 2007, \$11) by Tad Waddington. The powerful lessons and ideas contained in this profound little volume demonstrate habits of mind (and problem-solving strategies) that will help people find success on the most rewarding of terms.

Author Tad Waddington has created a unique book that's easy and enjoyable to read, yet challenging in the most important ways. He demonstrates how readers can radically reimagine the measures by which they value their work and in the process discover what it means to make a lasting contribution. One of the book's particular strengths lies in how it draws not only from more conventional resources, such as management theory (Drucker, Collins, Senge), but also the "deeper wells" represented by Aristotle, Sun Tzu, Viktor Frankl, Zen philosophy, and art history—among many, many others. Waddington shows that how you think—and cultivating your ability to think—is essential to anyone's effort to make a lasting contribution.

The book's ideas are illuminated by an entertainingly broad range of examples:

- Squirrels that cause avalanches
- Oprah's shoes
- Pachyderms that turn into cheetahs
- Herding Cheshire cats
- High-casualty cocktail parties

Waddington also includes the stories of individuals who have made lasting contributions, and gleans meaningful strategies from their stories that can be used by anyone.

Lasting Contribution brims with wisdom that is both practical and concise. Business leaders and professionals of every stripe will value the perspective it offers on the meaning of success. This is a book certain to gain recognition through word-of-mouth recommendations. It will also benefit from the efforts of its media-savvy author, a co-author of *Return on Learning* (Agate, 2006) who is available for interviews everywhere. Please contact me at 847.475.4457 or seibold@agatepublishing.com to set something up.

Best,

Doug Seibold

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Advance Praise for *Lasting Contribution*

“Tad Waddington has pulled together the great thoughts from the great thinkers who worried about why we are here, what we are supposed to be doing, and how best to get on with it. These are big, tough questions, but they are tackled in an amazingly compact and thought-provoking way, so that everyone can arrive at their own answers. Waddington has a special gift that allows you to see his thoughts clearly at work—yet he provides plenty of space for you to compare your ideas with history's best. Highly recommended for anyone looking for answers to life's most intriguing questions, brought to you by a uniquely talented guide, in a book you won't be able to put down. Should be required reading for every senior executive everywhere in the world.”

James E. Schrager, Clinical Professor of Entrepreneurship and Strategy, Graduate School of Business, University of Chicago

“Tad Waddington boldly makes the case for a purposeful life, for making a deep and lasting positive impact in the world. More than that, he explains the habits of mind, problem solving processes and life practices that make it possible to make the most of our individual skills, passions and power. His book is inspiring, empowering, and deeply useful for everyone considering which road to take, or whether to blaze a new trail. I refer to it regularly for guidance and inspiration.”

Caprice Young, CEO California Charter Schools Association, former President of the Los Angeles Unified School District

“Be inspired. Make a ‘lasting contribution.’ Read this book. Twice.”

Marvin Zonis, Professor, Graduate School of Business, University of Chicago

“In this wide-ranging and thought-provoking book, Waddington weaves a compelling intellectual tapestry. His thesis is as simple as it is profound: We can and should make a positive difference in our world. This little book is full of big ideas. Read it!”

James Gross, Associate Professor, Department of Psychology, Stanford University

“Want to make a lasting impact? Waddington's book will get you there. Forget the lure of quick fixes and best practices that were designed for someone else. Waddington clearly explains how to understand the true nature of your problem and, more importantly, how to systemically think through a solution that will have lasting impact. Waddington combines ancient and contemporary theories of thinking, management, and innovation with practical examples of real life situations. A must read for anyone who wants their decisions to have purpose and impact.”

Bradley Kolar, CLO, University of Chicago Hospitals

“Tad Waddington is an erudite and engaging writer. He uses the concepts of ancient Greek philosophy along with insightful modern quotations and anecdotes to show how people can shape their strivings into enduring contributions to humanity.”

Frank Schmidt, Ralph L. Sheets Professor, Department of Management and Organizations, University of Iowa

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LASTING CONTRIBUTION

HOW TO THINK, PLAN, AND ACT
TO ACCOMPLISH MEANINGFUL WORK

by

Tad Waddington

News Hook: A sure-fire word-of-mouth phenomenon-in-the-making, this life-changing little book demonstrates how to create meaning in your life, take sophisticated action, manage your career, and make lasting contributions in your life and work.

Lasting Contribution takes on some of the most common concerns facing all working people—“How can I feel better about the work I do?” “How can I make a difference in the world?”—in a completely fresh and original way.

This brief, entertaining, and deceptively simple book packs an unexpectedly rich range of ideas, references, analyses, and examples into its 128 pages. Tad Waddington’s aim is to change how you think about work, success, and what it means to make a lasting contribution to the world, and draws on a broad range of thinkers—from Aristotle and Sun Tzu to Zen philosophy to Peter Drucker—to inform his message.

All of us who care about what we do, and want to know how to find more meaning in it, should read *Lasting Contribution*.

Tad Waddington got his MA from the University of Chicago’s Divinity School, where he focused on the history of Chinese religions. He also earned his PhD from the University of Chicago, in measurement, evaluation, and statistical analysis. He is now director of performance measurement for Accenture, the world’s leading technology consulting company. His lasting contribution is a work in progress, but to date has involved rigorously demonstrating the tremendous value that companies can realize from training their employees, work for which he has won numerous awards. See *Return on Learning* (Agate, 2006), which he coauthored.

***Lasting Contribution*, 978-1-932841-29-9, 4.5x7, 128 pp, Business, \$11**

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