

**FOR IMMEDIATE RELEASE**

Contact: Ellen Muyzers +44 (0)20 8123 8910  
ellen@meetingminds.com

**Disruptive Ideas achieve bigger results**

***Disruptive Ideas* – Leandro Herrero’s new book – shows organisations that all you need is a small set of disruptive ideas or powerful rules to create big impact.**

London, UK – 15<sup>th</sup> June 2008 - In a time when organisations simultaneously run multiple corporate initiatives and large change programmes, ***Disruptive Ideas*** tells us that - contrary to the collective mindset that says that big problems need big solutions – all you need is a small set of powerful rules to create big cultural change.

In his previous book, *Viral Change*<sup>™</sup>, Leandro Herrero described how a small set of behaviours, spread by a small number of people could create sustainable change. In ***Disruptive Ideas***, the follow-up book to *Viral Change*<sup>™</sup>, the author suggests a menu of 10 ‘structures’, 10 ‘processes’ and 10 ‘behaviours’ that have the power to transform any organisation of any size.

These 30 disruptive ideas can be implemented at any time and at almost no cost and what’s more...you don’t even need them all. But their compound effect – the 10+10+10 maths - will be more powerful than vast corporate programmes with dozens of objectives and efficiency targets.

This book will appeal to people at different levels of management or leadership, who want to reshape their culture by enhancing working practices and in general aim at greater organisational effectiveness. Its practical nature will appeal to all who want to implement key ideas – some of them contrarian or counterintuitive - that have the power to transform the organisation without having to embark upon a massive change management programme.

***Disruptive Ideas*** supports the idea that ‘destination reached’ isn’t necessarily beneficial. The book is therefore a continuous and ongoing project and has its own disruptive site to support it. Readers can comment on or add to the book at [www.disruptiveideas.org](http://www.disruptiveideas.org).

**Leandro Herrero** was a practicing psychiatrist for many years before holding senior leadership positions in top league business organisations. He is currently CEO of The Chalfont Project Ltd, an international group of organisational consultants, which he co-founded. His previous books include [The Leader with Seven Faces](#), [Viral Change](#) and [New Leaders Wanted – Now Hiring!](#), also published by meetingminds.

***Disruptive Ideas, 10+10+10=1000: the maths of Viral Change that transform organisations***

by Leandro Herrero

meetingminds, June 2008

£18.50/US \$26.00, Paperback, 336 pages - ISBN: 978-1-905776-04-7

Available at: [amazon.co.uk](http://amazon.co.uk), [amazon.com](http://amazon.com), [www.waterstones.com](http://www.waterstones.com), [www.barnesandnoble.com](http://www.barnesandnoble.com), [www.meetingminds.com](http://www.meetingminds.com) and many other (online) bookshops and outlets.

**PO Box 1192 – Beaconsfield – Bucks – HP9 1YQ – United Kingdom**  
Tel. + 44 (0)20 8123 8910 – [info@meetingminds.com](mailto:info@meetingminds.com)