



# INCLUSIFY

## The Power of Uniqueness and Belonging to Build Innovative Teams



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**INCLUSIFY:** How to maximize uniqueness and belonging to build more innovative teams. In this book, Dr. Johnson helps leaders get out of the unconscious bias rut and moves the conversation into a positive frame by focusing on the leader behaviors that drive inclusion. To INCLUSIFY, leaders need to understand the most essential human needs: to be unique and to belong. Through that lens, it becomes easy to see that inclusion is more than giving people a seat at the table. It is showing every team member that they belong because they are valued for the unique identity. The research for the book was based on laboratory studies, field research, and interviews with some of America's top CEOs (e.g. Mary Barra at GM, Marc Benioff at Salesforce).

**INCLUSIFY** reveals the unexpected ways that well-intentioned leaders undermine their teams, explains how to recognize the myths and misperceptions that drive these behaviors, and provides practical strategies to become a more inclusive leader. By learning why uniqueness and belonging are so imperative, leaders can better understand what makes their employees tick

and find ways to encourage them to be themselves while ensuring they feel like they are fully part of the group. The result is a fully engaged team filled with diverse perspectives—the key to creating innovative and imaginative ideas that drive value. ■

### ABOUT THE AUTHOR:

**Dr. Stefanie K. Johnson** has been recognized as one of the 'top 30 thought leaders in management for 2020' and named as the "authoritative voice on inclusivity and diversity", by Thinkers50. She is a professor and thought leader on leadership. She has published 60 journal articles and book chapters in outlets Journal of Applied Psychology and Academy of Management Journal and has received USD 3,800,000 in external grant funding. She also writes for popular press outlets including Harvard Business Review, Forbes, and Bloomberg. Dr. Johnson is the author of the Wall Street Journal National Bestseller.