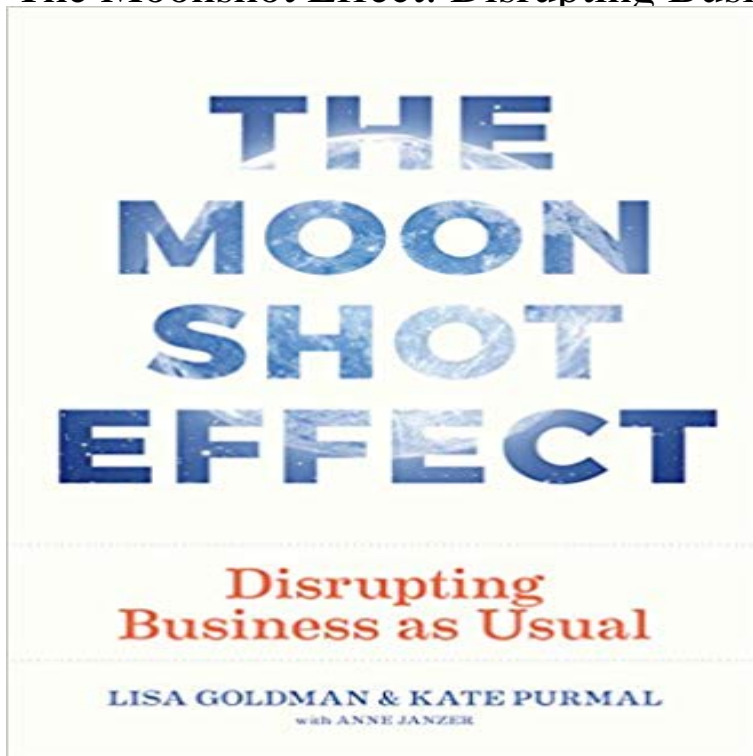


The Moonshot Effect: Disrupting Business as Usual



Whats the best way to transform teams, elevate leaders and catapult careers? Launch a Moonshot -- a game-changing project that disrupts business as usual. Drawing on the seminal 1961 Moonshot story of President Kennedy as well as real-life stories from the authors work, The Moonshot Effect steps you through the elements of a successful moonshot, from assembling a high performance team, selling your vision and executing the plan. The Moonshot Effect is a must-read for leaders and includes 24 critical practices that are not only essential to leading and managing a successful moonshot, but can benefit executives and entrepreneurs on a daily basis. With Lisa and Kate as your guides, youll be ready to launch your own moonshot. Kate Purmal and Lisa Goldman were members of extraordinary moonshot teams early in their careers and have since inspired, led or guided countless moonshot projects. Today, they speak and write about the power of moonshots and challenge CEOs, leaders and their teams to launch projects that will transform their businesses and careers.

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