



Corporate Voodoo: Business Principles for Mavericks and Magicians

Rene Carayol, David Firth

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Why do many companies find it so hard to escape the pull of the past? Why do many individuals keep resorting to learned behaviour, the habits and ideas that may have brought them success in the past, but which will leave them adrift in the fast-moving currents of the new economy? What is the spell that keeps them so immobilised? It's the Voodoo...And what is the magic that can release us all - organisations and individuals, leaders and the led, employees and free agents, parents and children and candlestick makers - into a world of power, creativity, connection and achievement? It's also the Voodoo...The power comes from knowing the difference...VOODOO is suspicious of the neat and tidy answer VODOO inhabits the dreamworld VODOO asks: Why clarify the contradictions? VODOO asks: Are you thrilling yourself today? VODOO asks: Why predict the future when you can make it? VODOO says: Write your own most compelling story about you VODOO is not in the cornflakes VODOO asks: When was your last life-changing moment? VODOOcelebrates VODOO is not found in the kitchen at parties VODOO values the vibe VODOO asks: In what ways should you be fearful of yourself? VODOO connects to a powerful future VODOO says: If you are failing - fail fast VODOO catches you doing things right VODOO finishes off your sentences VODOO practitioners punch way above their weight VODOO is the goal scorer never the goalkeeper VODOO is more than mere magic, it's your magic



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