

# Peter DiGiammarino

## *Manage to Lead: Seven Truths to Help You Change the World*



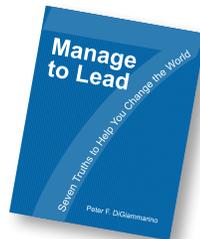
Peter DiGiammarino, Chairman and CEO of IntelliVen, has spent over three decades running public, private, venture backed, private-equity-owned, and not-for-profit organizations which collectively have generated more than one billion dollars in economic value and social impact.

Along the way he read countless management and leadership books to get whatever edge there was to be had, but found that most resources left it up to him to figure out how to turn what he read into action.

Leaders, future leaders, and those who help and support leaders have easy access to popular leadership and management content via relatively inexpensive texts, open lectures, and also to Massive Open Online Courses (or MOOCS)—but usability is still not very easy to access.

***Manage to Lead* bridges the gap** between intake and action with templates, tips, exercises, and techniques, organized into actions in accord with seven disarmingly simple truths to provide a game plan for organizational performance and growth.

As such, *Manage to Lead* is not a book to read. ***It is a book to use.*** Peter's students, clients, subscribers, followers, and readers call it game-changing...often the difference between failure and success of an organization to perform and grow.



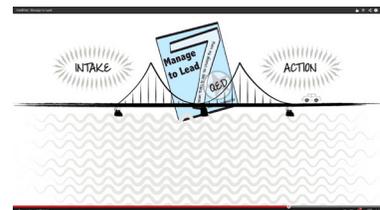
***Manage to Lead* has received a QED seal for quality in eBook design, which means It can be read easily on screens both large and small. QED stands for Quality, Excellence, and Design and is the "Good Housekeeping Seal of Approval™" for eBooks and apps.**



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“If I had known everything I know now from the beginning, the organizations I led would have performed even better, and grown even more and even faster. Less than half of all start-ups make it five years and 70% to 90% of all internal initiatives never produce their intended results across organizations of all sizes and stages of maturity. It doesn't have to be this way and the world would be better off if the success rate were higher.”

PETER DIGIAMMARINO



## intelliVen

Intelligent Strategies. Successful Ventures.

795 Folsom St., 1st Floor  
San Francisco, CA 94107  
p. 415.848.2634  
f. 415.848.2301  
www.intelliven.com

