

Published Writers of Rossmoor Featured Author for  
November 2016 - Dr. Jim Ware

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Are you still frustrated by unfocused,  
boring meetings? Do you feel your  
organization is stuck in an  
unproductive meeting trap?

Published Writers of Rossmoor's  
(PWR) November 2016 Featured  
Author Jim Ware's recently  
published book, "Making Meetings  
Matter: How Smart Leaders  
Orchestrate Powerful Conversations  
in the Digital Age," is all about  
reinventing the business  
meeting. Jim's book offers sound  
advice and fresh guidance on how to  
change unproductive business  
meetings into interesting and  
ongoing multi-faceted conversations  
by fully utilizing rapid electronic  
communication technology, now available in the 21st century  
digital age, working through different meeting outcome scenarios,  
and, at the same time, streamlining and strengthening all kinds  
of corporate conversations.



The focus of Jim's 2016 published book is to empower business  
executives to become more productive during the work day, by  
attempting to only schedule meetings that will lead to meaningful  
outcomes that will positively impacting the "bottom line."

Even though many Rossmoor residents are no longer active in the  
business world, they can still benefit from much of Ware's advice  
in their club and other organizational meetings. This book would

also be of great benefit to the adult children of many Rossmoor residents who are currently making their way through the new digital economy.

As a former Harvard business school professor, Dr. Jim Ware has focused his entire career on understanding what organizations must do to thrive in a rapidly changing digital world. His business wisdom comes from his deep academic knowledge and over 30 years of hands-on experience as a senior executive and an organizational change consultant.

Today, Jim continues to work with organizational leaders to turn dull, boring meetings into highly engaging, interesting and financially productive conversations. As a passionate meeting design specialist, he has distilled several decades of personal business and academic learning experiences into an essential set of "new rules" that can be used in the planning, scheduling and leading meetings that matter to *all* meeting participants, and not just to the meeting organizer.

Ware is founder and executive director of Making Meetings Matter, a research and advisory firm. He has co-authored the following books about the digital economy, and the implications of today's ever-changing electronic world on improving leadership and organizational performance: 1) "The Search for Digital Excellence" (1998); 2) "Corporate Agility: A Revolutionary New Model for Competing in a Flat World" (2007); 3) "Cut It Out! Build for Today, Save for Tomorrow" (2009); 4) "Work on the Move: Driving Strategy and Change in Workplaces" (2011).

He holds PhD, MA, and BSc degrees from Cornell University and another MBA degree (earned with distinction) from the Harvard business school.

Jim and his wife, Cindy, moved to Rossmoor in 2013, after living in the "Berkeley hills" for 17 years. They have two adult children, both of whom are also California residents.

Soon after settling into their new home in Rossmoor, Jim and Cindy joined forces with several other environmentally-concerned Rossmoor residents to launch Solar Powered Rossmoor, now known as Sustainable Rossmoor, an education and advocacy club that led to the development of the solar array project that soon will be powering all Golden Rain Foundation (GRF) facilities in Rossmoor.

In addition, the Wares have worked on two other environmentally-focused projects at Rossmoor. They sponsored Rossmoor's first Earth Day event in 2016, and have hosted several public programs on recycling, water conservation, landscaping and alternative energy economics and politics.

More information on Jim Ware and a copy of his new book "Making Meetings Matter" will be available in the Rossmoor Library throughout November 2016, as part of the PWR Featured Author display.

In addition, Jim will be speaking briefly at the PWR November 12th, 2016 meeting, as the Featured Author of the month.

Copies of his book are available through Amazon (\$20.00 for the paperback edition; Kindle edition sells for \$9.99) or by contacting Jim through his personal internet site, [jim@makingmeetingsmatter.com](mailto:jim@makingmeetingsmatter.com).