



We Tried To Warn You: Innovations In Leadership For The Learning Organization

Peter H. Jones

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Every day, micro-failures of communication and their cover-ups can accumulate, and enable a network of decisions that lead to systemic-level failures of organizations. I report on first hand experiences as an organizational consultant, informed by academic research and actual work in the field. The book uniquely focuses on the knowledge-based practices that enable organizations to sense and make decisions from critical feedback from customers in the field, especially the multidisciplinary field of user experience (UX) which has responsibility for interpreting customer feedback on products.

Peter Jones, Ph.D. is managing partner of The Redesign Network, a design/research network firm for human-systems innovation in Toronto. Peter leads innovation for multi-channel services and information resources used in scientific, legal, and medical practice. Redesign conducts ethnographic and design research to help people understand the impact of innovations that will impact these fields and change practice. Dr. Jones is associate professor at Toronto's OCAD University, where he teaches in the Strategic Foresight and Innovation graduate program. Peter's books, papers and online work are at designdialogues.com.

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