

# Launch a Moonshot in Your Business or Career

*Two executive advisors reveal the single most effective way to transform teams, elevate leaders and catapult careers*

## The Moonshot Effect: Disrupting Business as Usual

by Lisa Goldman and Kate Purmal

### What is it?

In 1961, President John F. Kennedy challenged America to put a man on the moon by the end of that decade. That moonshot united people across nations, advanced business practices on earth and launched a generation of leaders and heroes. Yet, the real and lasting value was in the “moonshot effect”—the remarkable transformations that took place in the people who endeavored to make the moonshot happen.

Kennedy’s moonshot is a lesson in how to achieve the remarkable and unexpected. In *The Moonshot Effect*, authors Lisa Goldman and Kate Purmal make a compelling case for moonshots as the single most effective way to create great leaders, elevate team performance and achieve exceptional results in business.

Together, Goldman and Purmal have five decades of experience advising senior executives and teams. They were both members of extraordinary moonshot teams early in their careers and have since inspired, led or guided countless moonshot projects. Today, they work with CEOs, leaders and their teams to launch projects that transform businesses and careers.

“Moonshots are an act of human courage, imagination, and determination—writ large,” Goldman and Purmal write. “Each time you are involved in a moonshot, you harness the best of your energies and skills, and experience the exhilaration that comes when you escape business as usual.”

Using real-life stories from the authors’ work, *The Moonshot Effect* outlines the elements of a successful moonshot, from assembling a high performance team, selling your vision and executing the plan. Executives and entrepreneurs can use the methodology to elevate leadership and team performance for immediate and long-term gain.

*The Moonshot Effect* includes 24 critical leadership and management practices that are essential to the success of a moonshot but will also benefit executives and entrepreneurs on a daily basis. The first section of the book guides readers in identifying and implementing a moonshot. The authors dig into what differentiates a moonshot from other objectives, while using a number of examples as templates. The second section describes the leadership skills that are critical to increasing the odds of a successful landing. Part three offers practices for high-performing teams, to magnify the potential transformative effect on groups engaging in a moonshot. Finally, part four offers practices and guidance for entrepreneurs piloting their own moonshot in the guise of a startup.

For leaders who want to put the brakes on business as usual and accomplish something big and extraordinary, *The Moonshot Effect* is the essential guide for launching a successful and game-changing moonshot.

# THE MOON SHOT EFFECT

Disrupting  
Business as Usual

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## BOOK DETAILS

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[www.themoonshoteffect.com](http://www.themoonshoteffect.com)

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## Why is it important?

We live in a time of unprecedented innovation. The wonders of the near future sound like early science fiction stories: self-driving cars, shopping delivered by drones, and technology that tracks our every movement through the growing Internet of Things. Businesses must learn from the past while adapting to constant change.

Even when faced with overwhelming change, we fall prey to the enormous gravitational pull of business as usual. Despite the best intentions, business leaders spend the vast majority of their time focusing on tactical issues, delivering short-term results to investors, and managing daily fire drills rather than shaping strategy and defining the future.

Everyone hopes to join and lead agile, forward-thinking organizations that build lasting value through innovation. Remaining mired in the day-to-day prevents us from shaping strategy and defining the future. Leaders need a road-tested methodology that breaks the cycle of business-as-usual and guides them to deliver extraordinary results.

## Who is it for?

- Business leaders and executives who aspire to exceptional leadership and to cultivate the best in people and teams
- Mid- and Large-company CxO, Executive VPs, Senior VPs, Vice Presidents, Senior Directors, Directors, Senior Managers, Managers of mid-sized and large companies
- Start-up entrepreneurs
- Small business owners and leaders

## About the Authors

**Lisa Goldman** is an international management consultant, author, and educator. She has consulted with top executives at companies across the globe including [About.com](http://About.com), Apple Inc., AT&T, David's Bridal, Estée Lauder, and Vodafone, and more than 60 startups. She lives in San Carlos, CA.

**Kate Purmal** served as a Senior Vice President at SanDisk Corporation, and on the founding management team of Palm Inc. She is a five-time CxO for technology and life sciences companies, and co-founder of two startups that achieved successful exits. She currently serves as a strategic advisor to CEOs and executives, a board member and an angel investor. She lives in Redwood City, CA.

## Core Messages/ News Tie-Ins

- How to launch a Moonshot at all levels of your organization
- Real-world examples of successful Moonshots
- Be a hero-maker, not a hero—how to develop leaders and reveal the heroes on your teams and accomplish something significant for the board and investors
- Three stages of commitment for a successful moonshot
- How to reach the C-Suite: Elevate your leadership skills, increase the performance team and gain visibility and recognition at the senior executive and board level
- Career moves that put you on the fast-track for the C-suite
- Five ways running a start-up is like going to the moon
- How leaders can cultivate visionary leadership to fuel innovation



*Lisa Goldman*



*Kate Purmal*

## Praise for *The Moonshot Effect*

“Reading *The Moonshot Effect* will inspire you to push beyond your comfort zone to transform your teams, develop your leaders, and cultivate the heroic in those around you.”

—Leslie Blodgett, Former CEO and Creator of bareMinerals

“Goldman and Purmal are extraordinary coaches. They have the ability to consistently uncover new perspectives by breaking through the noise of every-day business.”

—Scott Kim, CEO, [Bankrate.com](http://Bankrate.com)

“Bold ideas are great, but success is measured by results. Out-of-this-world coaches Goldman and Purmal deliver the rare blueprint for accomplishing extraordinary outcomes. If you’re aiming for the stars, *The Moonshot Effect* is the book to take you there.”

—Doug Leeds, CEO, IAC Publishing

“This is a rare book that will change your assumptions about how innovation happens; it will inspire you to work differently. Goldman and Purmal share their insights into how to achieve something extraordinary. Their wisdom and coaching have repeatedly helped me find unexpected solutions to drive outsized outcomes.”

—Neil Vogel, CEO, [About.com](http://About.com)

“All companies in the marketplace need courageous leaders and innovators who can come up with the next ‘big idea.’ *The Moonshot Effect* offers solid advice for breakthrough results.”

—Pam Wallack, CEO and President, David’s Bridal

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