

"Radical Candor is packed with illuminating truths, insightful advice, and practical suggestions." — **GRETCHEN RUBIN**, AUTHOR OF THE NEW YORK TIMES

BESTSELLER *THE HAPPINESS PROJECT*

From the time we learn to speak, we're told that if you don't have anything nice to say, don't say anything at all. While this advice may work for everyday life, it is, as Kim Scott has seen, a disaster when adopted by managers. Scott earned her stripes as a highly successful manager at Google and then decamped to Apple, where she developed a class on optimal management. She has earned growing fame in recent years with her vital new approach to effective management, the Radical Candor method.

Radical Candor is the sweet spot between managers who are obnoxiously aggressive on one side and ruinously empathetic on the other. It's about providing guidance, which involves a mix of praise as well as criticism—delivered to produce better results and help employees achieve.

Great bosses have strong relationships with their employees, and Scott has identified three simple principles for building better relationships with your employees:

- **MAKE IT PERSONAL**
- **GET (SH)IT DONE**
- **UNDERSTAND WHY IT MATTERS**

Radical Candor offers a guide to those bewildered or exhausted by management, written for bosses and anyone who has a boss.

KIM SCOTT

is the cofounder and CEO of Candor, Inc. Kim has been an adviser at Dropbox, Kurbo, Qualtrics, Shyp, Twitter, and several other tech companies. She was a member of the faculty at Apple University and before that led AdSense, YouTube, and Doubleclick Online Sales and Operations at Google. Previously, Kim was the cofounder and CEO of Juice Software, a collaboration start-up, and led business development at Delta Three and Capital Thinking. Earlier in her career, Kim worked as a senior policy adviser at the FCC, managed a pediatric clinic in Kosovo, started a diamond-cutting factory in Moscow, and was an analyst on the Soviet Companies Fund. She is the author of three novels, *Virtual Love*, *The Househusband*, and *The Measurement Problem*. She and her husband, Andy Scott, are parents of twins and live in the San Francisco Bay Area.



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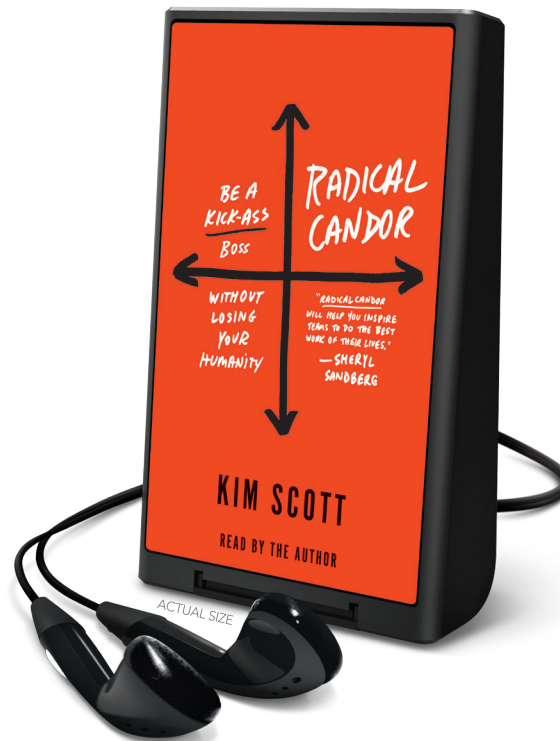
RADICAL CANDOR

KIM SCOTT



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