

# 'CliffsNotes' Book Club Recap

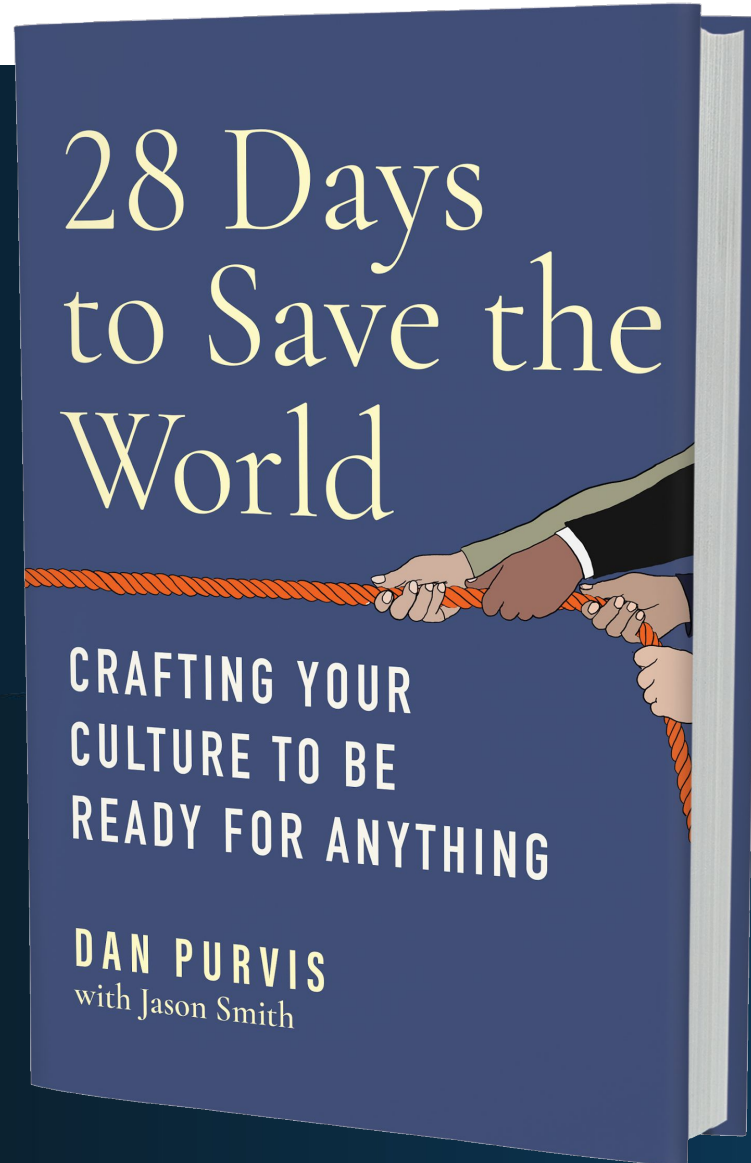
DO YOU LOVE BOOKS ON LEADERSHIP, NEUROSCIENCE, AND BUSINESS, BUT NOT HAVE TIME TO READ ALL THE BOOKS?

**May 2023 | *Twenty-eight Days To Save The World***

***Dan Purvis & Jason Smith***

**About the Book Club** In this monthly 'CliffsNotes' club, a presenter shares highlights from a book related to leadership, business, neuroscience, or coaching. Membership is not required, and there's no obligation to pre-read the book. This discussion summary is intended to provide a recap of the conversation at Book Club, rather than serve as a thorough book summary. [Register here](#) for upcoming events. For the full set of discussion summaries, [click here](#).

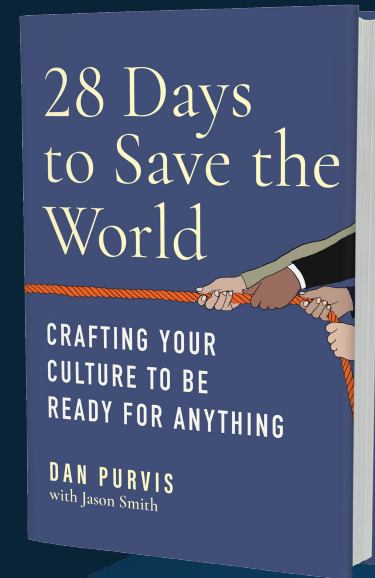
# The CliffsNotes Book Club



# Dan Purvis



CEO & Co-Founder



with **Jason Smith**



Sr. Strategist,  
Marketing & Communications



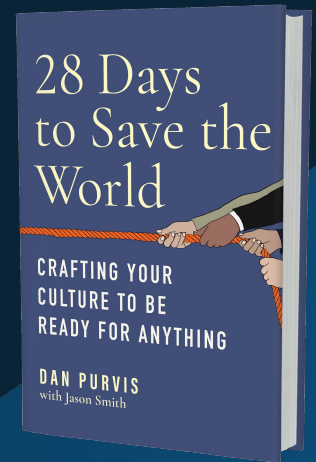
# Contents

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**PART ONE:** 28 Days to Save the World

**PART TWO:** Crafting Your Culture to be Ready for Anything

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## Hatch

More than Air  
Principles over Rules  
Slow—Fast—Slow

## Nurture

Be Human  
Stay Teachable  
Reach Simple

## Launch

Defend  
Grow  
Think

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# Project V



**80,000 Ventilators.**

**141 Test Systems.**

**65 Employees.**

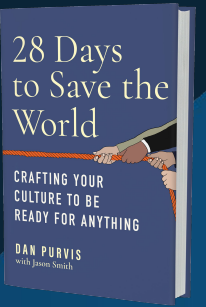
**37,000 Components.**

**\$2.4M At Risk.**

**28 Days.**

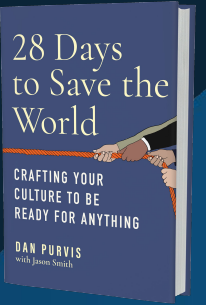


# 1. Hatch



Finding Your Culture Core

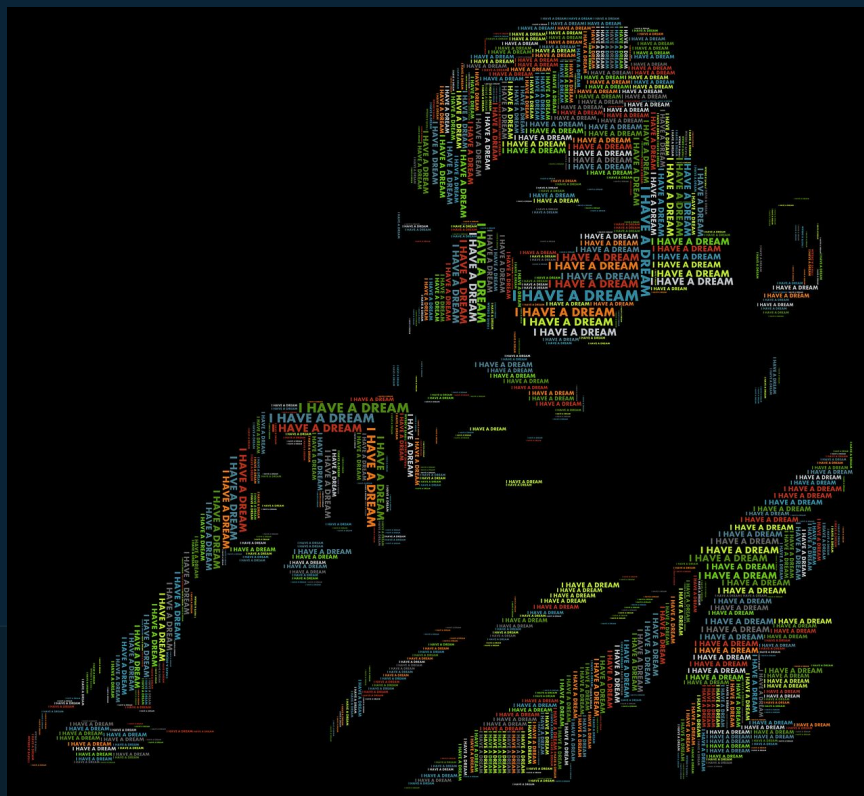
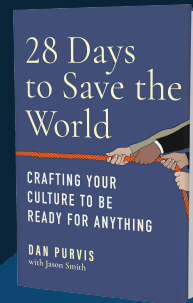
# Passion



More Than Air | Principles Over Rules | Slow-Fast-Slow



# Principles

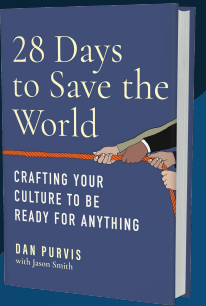


More Than Air | Principles Over Rules | Slow-Fast-Slow





# Pace



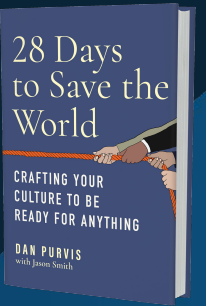
More Than Air | Principles Over Rules | Slow-Fast-Slow



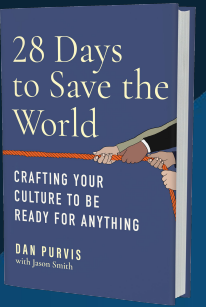
## 2. Nurture



Culture Takes Hold



# Be Human



Be Human | Stay Teachable | Reach Simple



# Stay Teachable



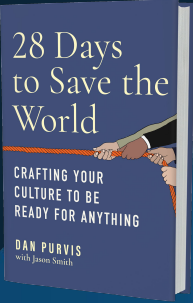
Be Human | Stay Teachable | Reach Simple



# Reach Simple



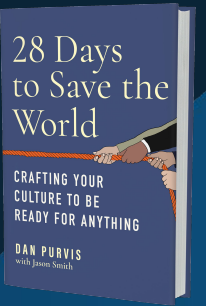
Be Human | Stay Teachable | Reach Simple



# 3. Launch



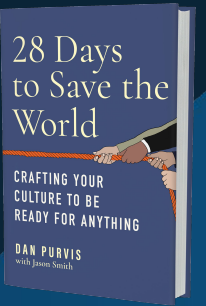
Culture Lives on its Own



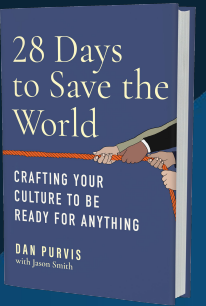
# Defend



Defend | Grow | Think



# Grow



Defend | Grow | Think

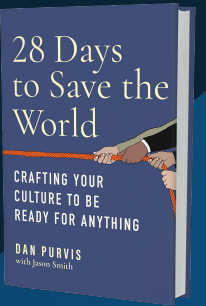




# Think



Defend | Grow | Think



# 28 Days to Save the World

CRAFTING YOUR  
CULTURE TO BE  
READY FOR ANYTHING

**DAN PURVIS**  
with Jason Smith



# Available **Now**

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