



# Ubuntu!: An Inspiring Story About an African Tradition of Teamwork and Collaboration

By Bob Nelson, Stephen Lundin

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## Ubuntu!: An Inspiring Story About an African Tradition of Teamwork and Collaboration By Bob Nelson, Stephen Lundin

**A powerful story about the African philosophy of teamwork and collaboration that has the power to reshape our workplaces, our relationships with our coworkers, and our personal lives, written by the bestselling coauthor of *Fish!* and the bestselling author of *1001 Ways to Reward Employees*.**

John Peterson, a new manager in the credit department at a major big-box retailer, is struggling in his job. The people under him are not working as well or effectively as they need to, and his department is falling behind in meeting its goals. His only solution is to take on more work himself, burning the midnight oil and coming in most weekends to pick up the slack and keep his department above water.

When one of the employees stays behind to help him—a young man who came to America from a small village in Africa—he learns of the ancient wisdom and hidden power of the African philosophy of Ubuntu. Before long, it begins to change the way he thinks about the people he works with, about himself, and about how he runs his department and his life.

In an engaging and completely fresh narrative that holds a unique message for today's business world, *Ubuntu!* shows us a way to overcome our fears, insecurities, and the “me-ism” that so often permeates our workplaces, and replace it with a culture of genuine respect and collaboration. It promises to take its place alongside *Fish!* and other business parables as the next bestselling classic in the business category.

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**Ubuntu!: An Inspiring Story About an African Tradition of Teamwork and Collaboration** By Bob Nelson, Stephen Lundin **Bibliography**

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### Editorial Review

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Ubuntu is an ancient African philosophy that we are all part of one human family and benefit from treating each other with civility and respect. Drawing on research and their own experiences, best-selling authors Lundin and Nelson offer a fictional account of the real-life application of Ubuntu to American business management. John Peterson, a new manager of a major multinational retailer, is struggling in his new position, failing to meet deadlines and to motivate his staff. His most productive employee, a young man from South Africa, introduces John to the concept of Ubuntu: managers must respect the value of every employee, and individuals must put the interest of the team foremost. Lest managers think the approach is too touchy-feely, they should know that Ubuntu requires respect for individuals, not sloppy work, and challenges those individuals who threaten the benefit of the team. The approach was used by Nelson Mandela to bring about reconciliation after apartheid and has gained advocates among managers of American sports teams and corporations as well. The authors include a blueprint for applying the principles of Ubuntu to workplace management. --Vanessa Bush

### Review

“The teachings in *Ubuntu!* can not only help us improve our relationships with others. These teachings can help us make peace with ourselves and be proud of the way we are living our lives.”

—from the foreword by **Marshall Goldsmith**, author of the *New York Times* bestsellers *MOJO* and *What Got You Here Won't Get You There*

### About the Author

DR. STEPHEN LUNDIN, an international speaker, writer, and entrepreneur, is the lead coauthor of the mega bestselling *Fish!*, *Fish! Sticks*, and *Fish! Tales*. He lives in South Florida.

DR. BOB NELSON is a leading authority on employee motivation, a popular keynote presenter, and author of the multi-million-copy bestseller *1001 Ways to Reward Employees*. He lives in San Diego.

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#### Lily Pawlak:

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**David Gehrke:**

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**Kenny Hardy:**

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