



Wired Differently

Vern Dosch, Wally Goulet, Tracy Finneman

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Wired Differently shares the compelling story of National Information Solutions Cooperative (NISC), a nearly fifty-year-old technology business built on the cooperative model. NISC started out providing software and IT services for three rural cooperatives a half-century ago, and has grown to fourteen million end users in forty-nine U.S. states or territories, and in Canada.

Wired Differently explores the unique business model and leadership principles behind NISC's impressive results. Imagine this:

- What if your leaders placed service for others before their position and title?
- How would your employees and your organization benefit if values were more than a plaque on the wall; they were put into action?
- What kind of business results could you expect when your leaders serve first; your values are lived out loud; and collaboration fuels your culture? ?

Wired Differently offers a compelling business case for these principles in practice, revealing their transformative power to create a high-performance, collaborative culture. Through the inspirational story of NISC and its best practices, the cooperative model can show the rest of the corporate world a different way, the path to a different kind of organization, where values in action engage employees, delight customers and spark better results—where business is wired differently.

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