



# Why Simple Wins: Escape the Complexity Trap and Get to Work That Matters

*Lisa Bodell*

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Simplification drives culture, and culture in turn drives employee engagement, customer relations, and overall productivity.

This book is inspired by Bodell's passion for eliminating barriers to innovation and productivity. In it, she explains why change and innovation are so hard to achieve—and it's not what you might expect. The reality is this: we spend our days drowning in mundane tasks like meetings, emails, and reports. These are often self-created complexities that prevent us from getting to the meaningful work that truly matters.

Using simple stories and techniques, *Why Simple Wins* shows that by using simplicity as an operating principle, we can eliminate the busy work that puts a chokehold on us every day, and instead spend time on the work that we value.

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