



WILLIAM TAYLOR

Founding Editor

Fast Company

Ten years ago, Bill Taylor had an idea. Working out of the proverbial garage (well, actually, some borrowed office space), he turned that idea into a business. A few years ago, the business sold for \$340 million.

That business was *Fast Company* magazine. In the pages of this eye-opening, path-breaking, award-winning publication, Taylor and his colleagues set the agenda for a business revolution that has changed the way leaders think and talk about competing, working, and winning. And every day he put those ideas into practice inside his company: hiring and keeping the best talent, motivating creative people and hard-charging teams, changing the terms of competition, managing the expectations of stakeholders and shareholders. The result was the fastest-growing business magazine in US history-and a set of ideas that shaped the global conversation about strategy, leadership, and teamwork.

Today, working out of America's top-rated college for entrepreneurship, Bill has embarked upon his next big adventure - an adventure that promises to shape the business conversation for the next ten years. Bill has launched The Maverick Seminar at Babson College. The Maverick Seminar is designed to showcase and learn from a special breed of companies and a new generation of leaders - companies and leaders that are rewriting the agenda for business itself. Their unique approaches to strategy, service, innovation, and organization offer a cutting-edge curriculum on the future. They are companies that are succeeding at business by pioneering new frontiers in how business gets done.

The Maverick Seminar is based on the campus of Babson College, which is renowned the world over as a center of excellence for entrepreneurial research and education. (U.S. News & World Report has ranked Babson's MBA program #1 in entrepreneurship for ten straight years.) Think of The Maverick Seminar as "Inside the Actor's Studio" for business (minus the trademark goatee and theatrics of host James Lipton). The featured guests are CEOs and company founders who bring a maverick mindset to their work. Maverick companies don't just aspire to make good products; they champion big ideas that challenge the accepted rules of their industry. Maverick entrepreneurs aren't satisfied with offering their customers a "better deal" than the competition; they work to stand for something special, to create a bond with customers that is built around values as well as value. Maverick executives understand that the most important job of a leader is to fill his or her company with leaders at every level - that the most powerful form of leadership is grassroots leadership. Parallel to the Maverick Seminar Bill is completing his fourth book, *Mavericks at Work: Restoring the Promise of Business, Transforming Your Company and Career*.