

**How Successful  
Distributors Lead Change  
in Disruptive Times**

# INNOVATE!

“Beveridge presents a compelling case for distributors to consider their business model and actively pursue a deliberate process of reinvention that will help ensure viability and vitality of their business for the future. He gives solid examples of what to do and how to do it and a roadmap to reimagine our business model and value proposition. I highly recommend this book, and it has been added to the required reading list at Summit.”

—Victor R. Jury, Jr., President and CEO, Summit Electric Supply Co., Inc.

“Every field has its rabble rousers, change agents, thought leaders—people with the wisdom to understand the past, and the creativity to conjure up a new vision for the future. In the field of wholesale distribution, Dirk Beveridge is that thought leader, and this indispensable book presents his vision. Leaders can’t let what they know limit what they can imagine. Use this book to fire your imagination to make long-lasting change in fast-moving times.”

—William C. Taylor, Cofounder, *Fast Company*

The future success in wholesale distribution will be based on the ability of distribution firms to innovate. Innovation means leading customers to a better future for which they are capable and willing to reward you. This requires a continuous journey of change and evolution. Innovative distribution executives will empower their team members to think critically about how to improve their companies and then to take action on their ideas. Trust the expert guidance and real-world expertise found in this book. Each chapter concludes with specific thought processes, action items, and exercises to guide you in your innovation journey.

After reading INNOVATE! you will

- Find the will, energy, and focus to lead change in today’s disruptive times
- Escape the tyranny of the urgent, drive mediocrity out of your business, change the rules, and break free from the gravitational pull of the status quo

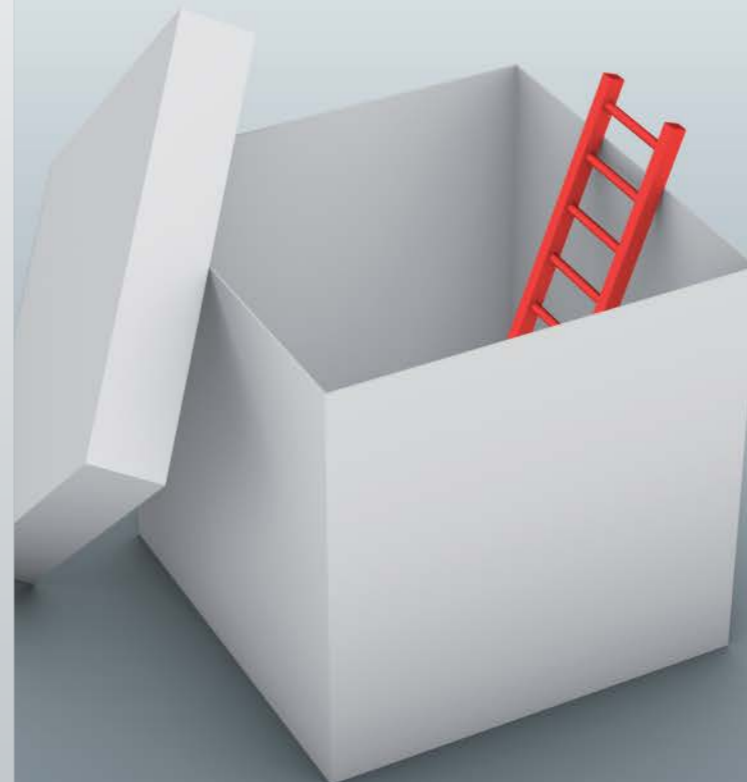


Dirk Beveridge is an industry consultant and the founder of UnleashWD, a business that helps wholesaler-distributors develop innovation strategies. An expert on distribution sales and strategy, he routinely is asked to speak on innovation, business strategy, sales, and leadership. For more than 25 years, he has helped leading distribution firms align, focus, and strengthen their strategies to remain relevant, outperform the market, and provide deeper value to customers. He can be reached at [dirk@4thgs.com](mailto:dirk@4thgs.com).

- Reimagine your business model and craft your own story to inspire organizational change
- Create a culture of collaboration where you and your team experiment without fear of failure, and the best ideas (regardless of title or tenure) win
- Pursue a deliberate process of reinvention that will help ensure sustainability and profitability of your business for the future
- Lead your customers to a better future for which they are willing to reward you!

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—George Pattee,  
Chairman and CEO,  
Parksite, Inc.

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