

EXECUTIVE FORUM
2008/2009 Leadership Series®

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Leadership Tools for Tomorrow



Robert Sutton is Professor of Management Science and Engineering in the Stanford Engineering School. He studies the links between managerial knowledge and organizational action, innovation, and organizational performance, and has published over 100 articles in academic and applied publications.

Sutton's presentation will challenge you to:

- Take the test to see if you are an asshole
- Stop putting up with bad behavior
- Consider the business and organizational costs of a toxic environment

Robert Sutton

September 18, 2008 | 8:30a.m.–11:30a.m.

The No Asshole Rule: Building a Civilized Workplace and Surviving One That Isn't

We all know them or know of them—the jerks and bullies at work who demean, criticize, and sap the energy of others, usually their underlings. It could be the notorious bad boss or the jealous coworker, but everyone agrees that they make life miserable for their victims and create a hostile and emotionally stifling environment. Fed up with how these creeps treat others and poison the workplace, Sutton declares war and comes out calling them exactly what they are—“certified assholes.” Sutton’s “no asshole rule” puts a stop to the abuse in no uncertain terms. Similar rules have transformed such companies as JetBlue, the Men’s Wearhouse, and Google into shining examples of workplaces where positive self-esteem creates a more productive, motivated, and satisfied workforce. If you have ever been a victim, hearing Sutton’s analysis brings calm relief, empowerment, and reassurance that you’re not alone.

Program Location

Donald R. Seawell Grand Ballroom
at The Denver Center for the Performing Arts
14th & Arapahoe, Denver, CO 80204



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