

About the Author

MIKE COOK is a recognized expert and innovator in organizational and workforce development and the author of *Thrive: Standing on Your Own Two Feet in a Borderless World* (St. Lynn's Press, November 2006).

He is founding partner of Vitalwork, Inc. (www.vitalwork.com), a corporate consulting firm based in upstate New York. Vitalwork specializes in helping clients create and sustain cultures that foster employee engagement, welcome dynamic leaders, and promote shared values. Mike's clients include local organizations and Fortune 500 companies that span every sector, from nonprofit, health care, and telecommunications to financial services, pharmaceuticals, and manufacturing.

Cook is a frequently requested speaker and seminar leader at conferences throughout North America. He is known for his original and expansive views on the personal and organizational implications of globalization and the outsourced economy, and he presents audiences with a menu of challenges to conventional thought and a vision of possibility for staying competitive and resilient in our rapidly changing business landscape.

Prior to founding Vitalwork, Cook served as president of Douglas Oil and Gas in Pittsburgh, Pennsylvania, for five years. Under his direction, Douglas became one of the most successful exploration companies in the Appalachian Basin. Cook's career began at Standard Oil of California, where he worked in human resources management and focused on affirmative action implementation. He was responsible, in 1974, for bringing the first women into the company's refineries as operators and mechanics. His work in this area was recognized as a breakthrough in the corporation's practices, and it led many other corporate locations to seek his counsel and adopt his methods.

Cook holds a BS in social science and a master's degree in industrial relations, both from Michigan State University.