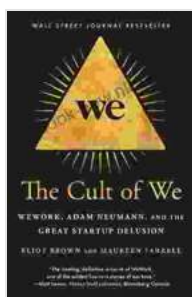


The Cult of We: Inside WeWork's Rise and Fall

WeWork was once the darling of the tech world. Valued at \$47 billion at its peak, the company was hailed as a revolutionary force in the coworking industry. But in less than two years, WeWork's valuation plummeted to just \$10 billion, and its charismatic founder, Adam Neumann, was forced to step down as CEO.



The Cult of We: WeWork, Adam Neumann, and the Great Startup Delusion by Eliot Brown

★★★★☆ 4.6 out of 5

Language	: English
File size	: 24495 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 465 pages



What happened? How did a company that seemed so promising fall so quickly? The answer lies in the cult-like culture that Neumann created at WeWork.

The Cult of We

Neumann was a charismatic leader who inspired fierce loyalty from his employees. He created a culture of extreme devotion, in which employees

were expected to work long hours, sacrifice their personal lives, and follow Neumann's every whim.

Neumann also created a number of bizarre rituals and practices at WeWork. Employees were required to chant the company's slogans at daily meetings, and they were encouraged to share their personal secrets with their colleagues.

Neumann's cult-like culture created a sense of community among employees, but it also stifled creativity and dissent. Employees were afraid to speak out against Neumann or his ideas, for fear of being ostracized.

The Fall of WeWork

Neumann's cult-like leadership ultimately led to the downfall of WeWork. The company's IPO was a disaster, and its valuation plummeted. Neumann was forced to step down as CEO, and the company was sold to a consortium of investors.

The fall of WeWork is a cautionary tale about the dangers of cult-like leadership in the corporate world. When employees are blindly devoted to a charismatic leader, they are more likely to make bad decisions and overlook red flags.

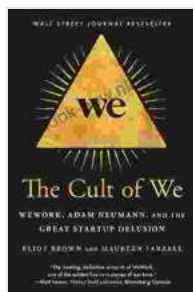
Lessons Learned

The fall of WeWork teaches us several important lessons:

- Beware of charismatic leaders who create cult-like cultures.
- Employees need to be able to speak out against their leaders, even if they are charismatic.

- Companies need to have strong corporate governance in place to prevent cult-like cultures from developing.

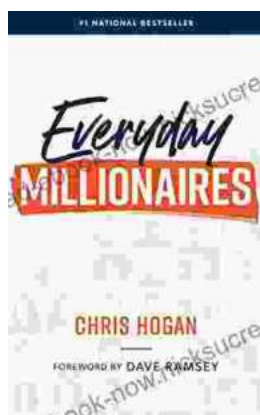
The Cult of We is a fascinating and cautionary tale. It is a story about the dangers of cult-like leadership, and the importance of strong corporate governance.



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