

Matthew Abrams' 'Inviting Genius' Debuts on USA Today Best-Selling Books List, Challenging Leaders to Rethink Conflict

Leadership expert Matthew Abrams reached a major milestone with his new book, Inviting Genius: debuting on the USA Today Best-Selling Books list.

NYC, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Leadership expert, keynote speaker, and Expert EOS Implementer™ [Matthew Abrams](#) has reached a major milestone with his new book, [Inviting Genius: How Good Leaders Use Conflict to Become Great](#) (Merack Publishing), which debuted on the USA Today Best-Selling Books list following its August 4 release.

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Matthew Abrams

At the heart of Inviting Genius is a counterintuitive idea: conflict isn't something great leaders simply manage or avoid—it can be one of their greatest sources of growth, trust, innovation, and breakthrough performance.

Drawing on more than 15 years of work with leaders and executive teams, Abrams explores why even highly successful people often struggle when tension enters the room. He argues that conflict is frequently a signal of misalignment—and that learning to engage it with greater courage, curiosity, compassion, and authenticity can unlock potential that would otherwise remain hidden.

“Most teams don't fail because of conflict. They fail because they avoid it,” Abrams said. “Seeing Inviting Genius become a USA Today bestseller is meaningful to me because it suggests leaders are ready for a different conversation about conflict. Tension doesn't have to pull us apart. When we learn how to engage it well, it can deepen trust while driving greater innovation and accountability.”

Inviting Genius offers leaders a practical approach for moving toward difficult conversations rather than away from them. Drawing on behavioral psychology, leadership experience, and practical tools, Abrams helps readers understand how they respond under tension—and how to turn conflict into greater trust, stronger relationships, and better results.

Ultimately, Abrams believes the implications extend beyond the workplace.

“Conflict is where our commitment to authenticity gets tested,” Abrams said. “If we can learn to stay curious, courageous, compassionate, and grounded when things get difficult, we don’t just become better leaders. We become more fully ourselves.”

Inviting Genius is available wherever books are sold. For more information about Matthew Abrams and the Inviting Genius framework, visit InvitingGenius.com or follow @MatthewAbramsOfficial.

About Matthew Abrams

Matthew Abrams is a leadership expert, keynote speaker, author, and Expert EOS Implementer™ who helps leaders and organizations transform tension into greater trust, alignment, and performance. Over 15 years, he has facilitated hundreds of leadership sessions and worked with executives and organizations to navigate the human dynamics that often determine whether teams merely function or truly thrive.

A two-time TEDx speaker and creator of the Inviting Genius framework, Abrams integrates leadership, behavioral psychology, organizational health, and experiential learning to help people engage conflict more authentically and productively. His work is built around a simple belief: when we stop avoiding tension and learn to engage it well, conflict can become an invitation to greater clarity, connection, and genius.

Terri Kayden

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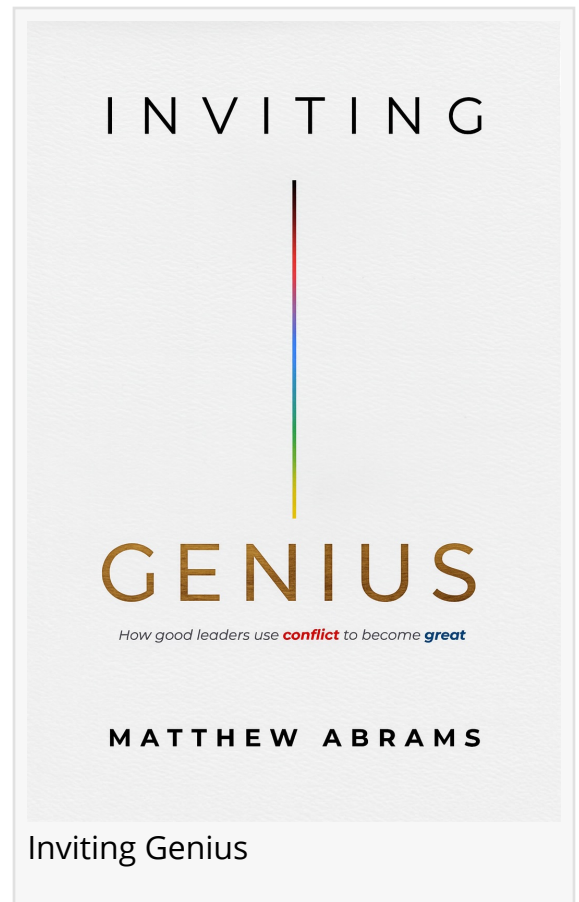
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