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The Method and the Magic: Every Leader's Guide to Making Transformational Change Happen (Paperback)

By Laurie Axelrod, Beth McDonald

Laurie Axelrod and Beth McDonald, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Every leader is at some point called upon to manage change-that vast, complex project that could be a game-changer for the organization. Imagine for a moment it's your turn. Chances are you've been selected based upon your reputation, experience, and expertise. But implementing with excellence isn't enough this time. You need your audience to see the value-and you need them to get on board. The Method and the Magic conveys our proven method that ensures the success of challenging organization-wide transitions. It's a proven multi-disciplinary strategy integrating change management and communications, evolved from years of practical experience helping organizations navigate change successfully. Based upon common-sense principles, informed by the best thinking in our field and guided by knowledge of human behavior, it's more than a method. Much more. There's an element of magic that comes from knowing your audience, listening to their needs and being creative in how you reach them. Unlike many magicians, we're willing to reveal in this book how we pull the rabbit from the hat-and share proven strategies to...



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