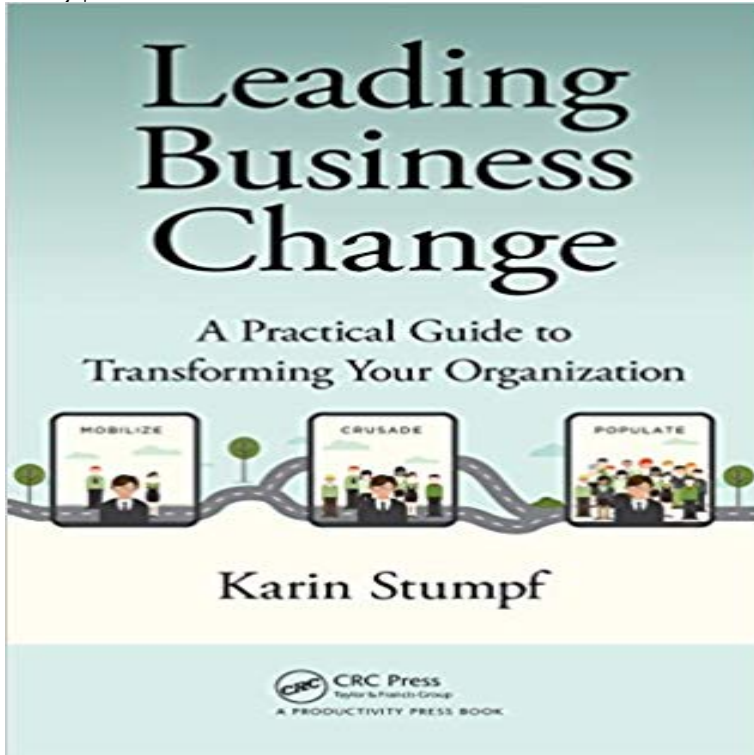


Leading Business Change: A Practical Guide to Transforming Your Organization



Most books dealing with change management focus on how companies reach their corporate goals, instead of on what individual leaders must do. Filling this need, *Leading Business Change: A Practical Guide to Transforming Your Organization* is an easy and fun read that will inspire you to think more closely about how you implement change as a leader. The book presents a proven approach to help leaders of global initiatives grapple with impossible projects and deliver on their goals. The first part of the book explains the authors approach to change management, centering on the need not just for an effective approach but for effective leadership. The remaining three parts walk readers through the three phases of the authors methodology, using actual examples to demonstrate how to apply each step in the real world. Introduces the topic of strategic implementation and organizational change. Supplies an overview of the challenges a leader will face when tasked with transforming aspects of a global company. Discusses the need to align the goals of the company, sponsors, and project. Highlights the need to understand the resources available to change leaders. Addresses the challenges of planning the design and delivery of organizational change. The author begins each chapter with a short story around the experiences of a fictional executive with a multinational company who has been tasked with implementing a global outsourcing project. Different stories illustrate the application of the methodologies discussed in the book. Each chapter concludes with questions to help you assess your own leadership style.

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