DESCRIPTION

Leave piecemeal strategic change approaches behind and learn how to plan, facilitate, and integrate your change efforts for lasting success. Enterprise-Wide Change takes you through the "Rollercoaster of Change," showing you how to deal with resistance, regard skeptics as your best friends, and build a buy-in and stay-in strategy among your employees. The authors use the science of "Systems Thinking"—a comprehensive, yet simple and integrated way to analyze and build synergy from all key organizational elements needed for enterprise-wide and transformational change. This seminal book integrates what is needed to effectively transform any organization including: scanning of the environment and marketplace, clarifying the vision and core values, targeting marketplace value-added positioning, building key outcome success measures and goals, identifying critical business and human issues and opportunities, and developing the shared core strategies and action plans.

With this one-of-a-kind integrated resource, you will

• Learn to make smart decisions based on the only integrated change and OD systems model and science that builds on all the outstanding concepts, interventions, and techniques introduced by experts in the OD field over the past fifty years

• Understand how to transfer these change and OD interventions and applications to any sector, be it public, private, or not-for-profit

• Improve any type of change processes and structures using an incredible tool chest of practical questions, summaries, case studies, examples, and worksheets as well as system tools, tips, and techniques found nowhere else

"Steve Haines and his fellow authors' practical handbook for leading change in an organization is a godsend to any executive and consultant. Their years of experience, research, and observation are distilled into logical steps for the executive and consultant alike to
follow. The examples they give throughout the book bring each step alive. The environment for all enterprises is continually changing, and Steve Haines’ book will aid leaders in keeping their enterprises ahead of change and growing profitably.”

–Admiral Dennis Blair, USN (Retired), former Four-Star Commander-in-Chief, Pacific Command, and president of the Institute for Defense Analysis


şı ABOUT THE AUTHOR

Stephen G. Haines is founder and CEO of The Centre for Strategic Management and Systems Thinking Press. A well-known consultant and trainer and experienced CEO at University Associates and large corporations, he is also a distinguished author with 13 books in print, including The Systems Thinking Approach to Reinventing Strategic Planning and Management.

Gail Aller-Stead is the Change Management Practice Leader and a partner in the Centre for Strategic Management, a global strategic alliance of consultants and trainers in Canada and the United States, with 38 offices in 20 other countries.

James McKinlay is the cofounder of the Centre for Strategic Management and its managing partner for Canada.

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