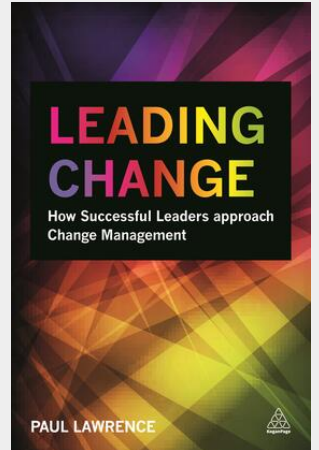


Lawrence

Leading Change

How Successful Leaders Approach Change Management

It is often claimed that 70% of organizational change efforts fail, despite the popularity of linear change models. However these linear approaches to change are often based on the premise that change is predictable and straightforward, when actually change is complex, with the 'human' element often changing the functioning of the organizational system as a whole. Leading Change provides the practical framework that allows leaders to actively engage with a complex adaptive system to bring about successful organizational change. Supported by academic research, and grounded with a range of examples and cases, the book offers a genuine, viable alternative to existing approaches.



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