

# Make Change Work: Staying Nimble, Relevant, and Engaged in a World of Constant Change



What would happen if you, your team, and your entire organization were constantly focused on adapting, changing, and improving your business? Imagine the results that a nimble and engaged organization could achieve - and how that will help you stay relevant in a competitive marketplace. Make Change Work presents real ideas for thriving in a world of constant change. This isn't just another book that tells you change is coming, so get ready. It is a field guide to help you design and implement a strategy for leading change and delivering meaningful business results. You will learn: How to rate your organization on a scale of Dodos to Coyotes Why change fails and what good change looks like in today's organizations How to be bold in the face of change How to make your company faster, better, cheaper, and friendlier - by simply listening to your customers How to take the uncertainty out of the change process for your employees Six leadership strategies for creating urgency, building support, and ensuring successful change The specific challenges that occur when change isn't a choice (such as a downsizing or merger) How to lead by example and not by decree The future of change Your employees want you to lead them through change and not just shuffle them around on a chessboard. They want to make change work, but in order for them to do that, you need to show your own adaptability, resolve, and resilience. This book will help you establish a clear and purposeful goal, inspire a culture relentlessly focused on customers, and create an environment where your talented team wants to Make Change Work.

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