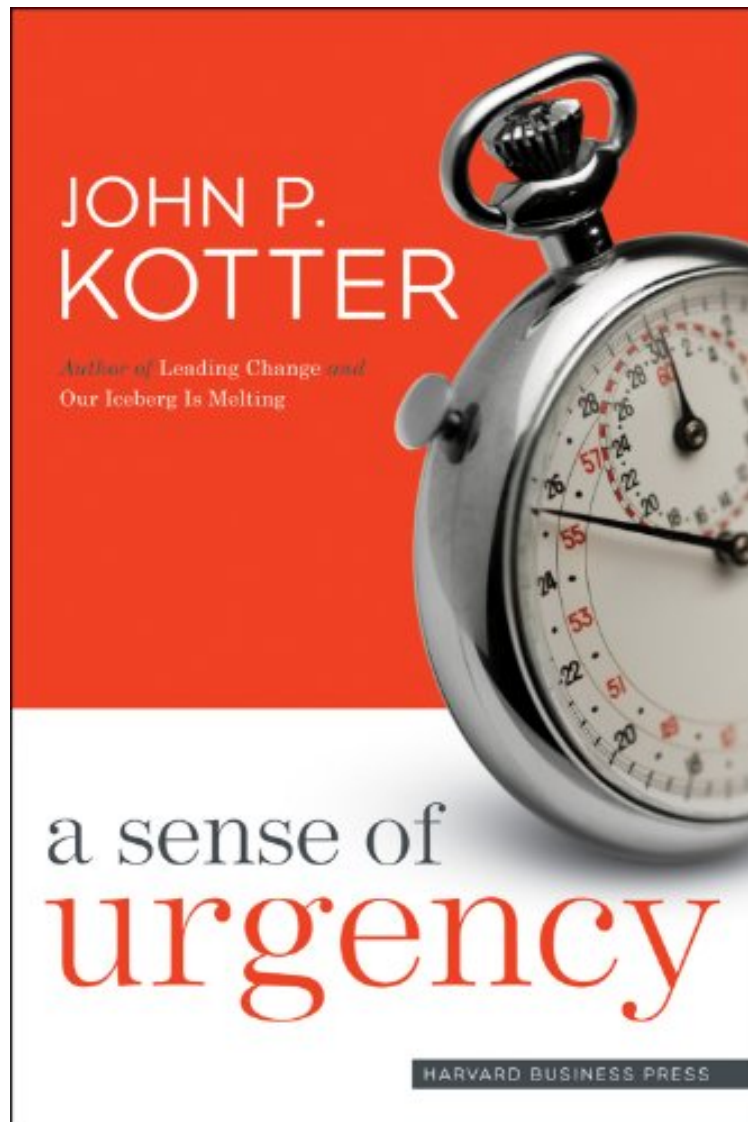


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A Sense of Urgency

John P. Kotter

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John P. Kotter : A Sense of Urgency before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Sense of Urgency:

0 of 0 people found the following review helpful. An urgent call for urgencyBy Rob GalbraithJohn Kotter does an excellent job expounding on the most important and critical first component of initiating change: instilling a sense of true urgency in your actions and those around you. Building on his previous books, *Our Iceberg is Melting*, *Leading Change*, and *The Heart of Change*, Kotter distinguishes true urgency from its insidious opposite, complacency, and its evil twin, false urgency. With a clear-eyed resolve to acknowledge and address problems, initiate actions that call to people's hearts and minds (not their minds alone), and to address NoNos and other obstacles to change (and urgency

killers), you can use Kotter's strategy and 4 tactics to instill a sense of urgency in your organization. A quick read that you can apply in your daily life immediately, it's a great book for those seeking to do more. 30 of 31 people found the following review helpful. Are You Creating a Real Sense of Urgency in Your Ministry Setting? By George Bullard

John Kotter is author of the now classic business book, *Leading Change*, published in 1996 and still a bestseller. In that previous book he suggested eight steps in leading change. The first of these was to develop a sense of urgency. As a follow-up Kotter has written *A Sense of Urgency*. In this 2008 book he clearly makes his point in the six page preface and the first three chapters that take up 61 of the 196 total pages of primary text. That is all you need to read to benefit from his VIP's [short for very important points]. Here are some of the VIP's:

- *The single biggest error people make when they try to craft change is they do not "create a high enough sense of urgency among enough people to set the stage for making a challenging leap into some new direction." [viii]
- *Our biggest challenge is complacency. "We underestimate its power and its prevalence." [4]
- *Our second biggest challenge is a false sense of urgency. "A false sense of urgency is pervasive and insidious because people mistake activity for productivity." [9]
- *To increase a true sense of urgency, "create action that is exceptionally alert, externally oriented, relentlessly aimed at winning, making some progress each and every day, and constantly purging low value-added activities--all by always focusing on the heart and not just the mind. [60]

To create a real sense of urgency I entreat you to go forward and do likewise. What is your first step to create a real sense of urgency in your congregation or other ministry setting? [...]

0 of 0 people found the following review helpful. *Winning Hearts and Minds* By Edward J. Barton

Critical to change management and change initiation is the need to both intellectually as well as emotionally inspire change in an organization. John Kotter captures the essence of that critical challenge in this easy to read and useful little management tome. In approximately 200 pages, Kotter takes the reader through both theory and practice (or strategy and tactics) on how and what to do to instill, promote and maintain a sense of urgency in an organization. Focusing on changing an organization's perspective outward, instilling and behaving with urgency at all times, finding opportunity in crisis and dealing with the negative nellys in any organization, Kotter takes the reader through a fairly well written and well organized set of approaches to combat complacency and instill urgency. His approaches range from light psychology to outright firing people, and after reading the book, you will be presented with a fairly large if not well discussed tool set for managing complacency and instilling urgency in an organization. If you are a manager, you need to at least be aware of the elements of psychology that Kotter discusses in the book - particularly being able to separate skeptics from naysayers and overcoming organizational inertia in our self and others. Worth the quick read.

Most organizational change initiatives fail spectacularly (at worst) or deliver lukewarm results (at best). In his international bestseller *Leading Change*, John Kotter revealed why change is so hard, and provided an actionable, eight-step process for implementing successful transformations. The book became the change bible for managers worldwide. Now, in *A Sense of Urgency*, Kotter shines the spotlight on the crucial first step in his framework: creating a sense of urgency by getting people to actually see and feel the need for change. Why focus on urgency? Without it, any change effort is doomed. Kotter reveals the insidious nature of complacency in all its forms and guises. In this exciting new book, Kotter explains:

- How to go beyond "the business case" for change to overcome the fear and anger that can suppress urgency
- Ways to ensure that your actions and behaviors -- not just your words -- communicate the need for change
- How to keep fanning the flames of urgency even after your transformation effort has scored some early successes

Written in Kotter's signature no-nonsense style, this concise and authoritative guide helps you set the stage for leading a successful transformation in your company.