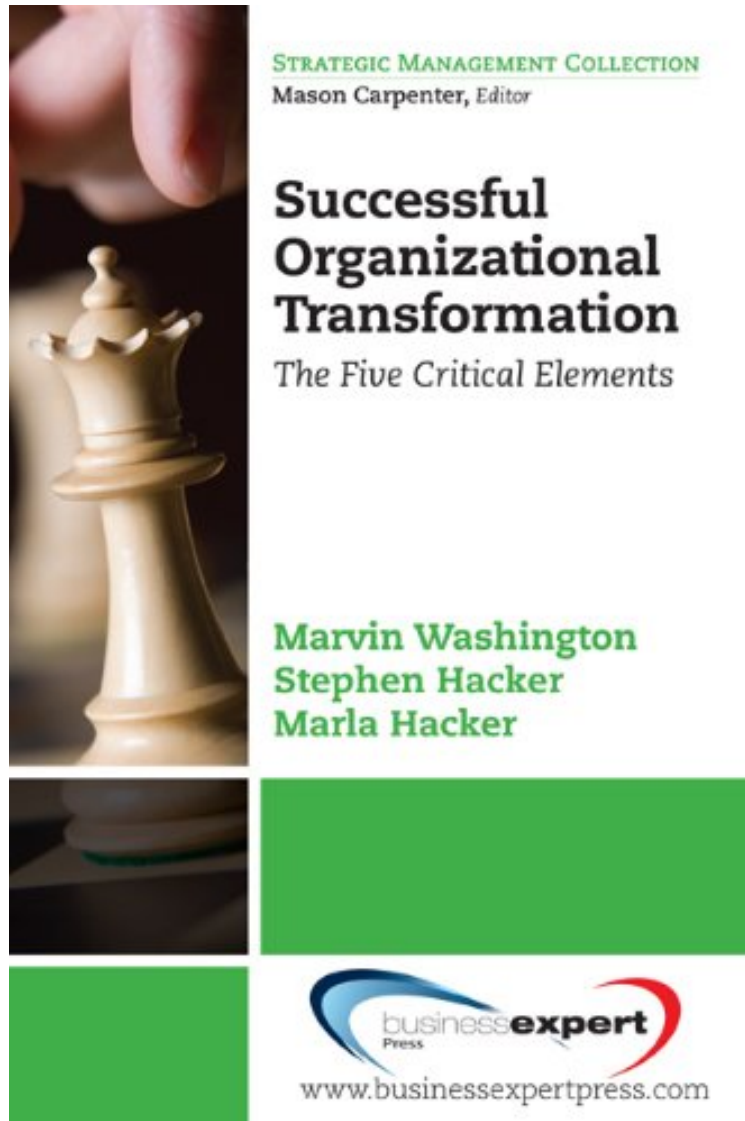


(Mobile ebook) Successful Organizational Transformation: The Five Critical Elements (Strategic Management Collection)

Successful Organizational Transformation: The Five Critical Elements (Strategic Management Collection)

Marvin Washington

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The subject of organizational change is receiving increasing attention. Whether it is re-inventing government, re-engineering corporations, or reforming churches, all kinds of organizations are attempting major transformations. This book will "walk" you through our framework of the five ingredients of transformation: Burning Platform, why should you do anything; Vision, where are you going; Leadership, are you leading the effort, and do you have the skills necessary to lead; Technical Plan, how will you close the gap between the vision and the burning platform; Social Plan, how will you enroll others in the plan. At the end of reading this book, you will understand why change efforts fail, what ingredients are needed to ensure success, and what skills are needed at the organizational, group, and individual level to maximize improvement efforts.

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