



Beyond Corporate Transformation: A Whole Systems Approach to Creating and Sustaining High Performance

Christopher W. Head

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Do your employees resist change?

They resist change when:

1. They don't understand the changes that are taking place.
2. They see little or no perceived benefit of doing things differently.
3. They do not feel involved.

Realizing that anything short of total employee involvement in the change process jeopardizes the success of the transformation, this book emphasizes that it is the responsibility of every employee, from the CEO to the front-line manager, to act as a change agent by communicating interpersonally with employees throughout their company. Learn how your organization can foster a continuous learning culture and why you need to continuously improve.

How is this book unique/different?

- Incorporates views, insights, and change methodologies from some of the finest management consulting firms.
- Includes examples of the change efforts of several prominent companies successfully leading transformations in their workplace.
- Describes how to lead an entire organization into high performance
- Contains a comprehensive change methodology that addresses all of the factors that affect organizational performance, so that no avoidable performance factors are left untouched that can lead to long term performance deficits.
- Looks equally at technical and social systems as well as the need for strong leadership and change management skills.

After reading this book, you will understand what a large scale organizational change effort really means and learn how to help lead and add value to the change effort taking place.

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