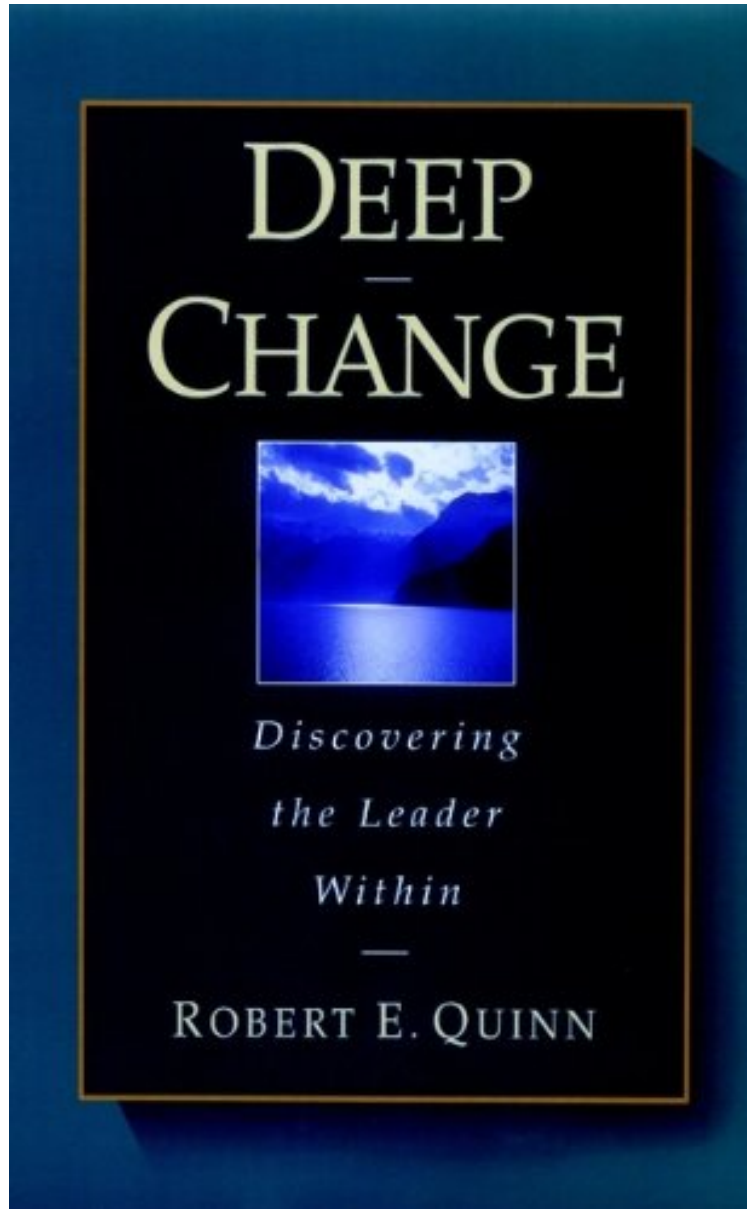


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## Deep Change: Discovering the Leader Within

*Robert E. Quinn*

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**Robert E. Quinn : Deep Change: Discovering the Leader Within** before purchasing it in order to gage whether or not it would be worth my time, and all praised Deep Change: Discovering the Leader Within:

0 of 0 people found the following review helpful. Book ReviewBy Dalia LiangRobert E. Quinn's book, Deep Change (1996), is an easy read, yet thought-provoking. It is replete with fables, personal anecdotes, historical accounts, and real life examples of organizational change - examples of successful change, as well as examples of failed attempts at

change. Though written primarily for the business sector, *Deep Change* is much more than a business management book. It is a book about improving lives, re-inventing the workplace, and making a difference in the world. The stories told are profound, timeless and universal. They reach into the heart of every reader, young or old, rich or poor. They are stories about what it means to be human. Consider this excerpt from "The Hero's Journey:" . . . There are many famous heroes. These people tend to appear almost larger than life. In taking the hero's journey, they do the seemingly impossible. Surviving their amazing feats, they gain our respect, and we confer on them near-deity status. I like to think about the hero's journey in other terms. . . . I like to think of the blue-collar laborer who, after an agonizing deliberation, decides to risk the job rather than follow an unethical directive. I like to think about the hero's journey in terms of you and me and our continual search for meaning and direction in our lives.(p. 46.)Quinn confronts the reader with two choices: accept deep change or face a slow death. He describes deep change as the process of personal transformation and empowerment, and slow death as the vicious cycle of stagnation, resignation, and despair. Deep change is a choice; those who do not accept it are "deliberately joining the legions of the walking death (p. 22)," and living " `lives of quiet desperation' (p. 21)." The underlying message of *Deep Change* is personal responsibility. The book aims to give people the tools and the motivation for personal transformation and steadfast engagement with their organizations. A recurring theme is that organizational change cannot happen without personal change, and that each person has the power to change his/her organization. "...[E]very individual is really the CEO (p. 206)."Quinn warns the reader that deep change is a painful and risk-filled process, something that one must be willing and ready to die for. Given such risks, why would anybody want to change? According to Quinn, those who embrace deep change have been touched by this striking realization: that the pain of deep change is surpassed by none other, but the pain of lost human potential. For many people, a life of lost potential is not worth living.0 of 0 people found the following review helpful. Five StarsBy PorthosI really enjoyed professor Quinn's book. Highly recommended.0 of 0 people found the following review helpful. Good bookBy Dr. PaulThe book arrived quickly and on the date promised. I bought a book rated as \*used\* with markings. However the book is in better conditions than what I envisioned a four dollar book would be. The markings were only on a few pages at the end of the book. I am quite pleased with the book.As to the contents of the book, the book is easy reading and provides excellent examples of company successes and failures. This book also teaches the different characteristics of a good leader and what deep changes must be wrought in order to succeed.

Don't let your company kill you! Open this book at your own risk. It contains ideas that may lead to a profound self-awakening. An introspective journey for those in the trenches of today's modern organizations, *Deep Change* is a survival manual for finding our own internal leadership power. By helping us learn new ways of thinking and behaving, it shows how we can transform ourselves from victims to powerful agents of change. And for anyone who yearns to be an internally driven leader, to motivate the people around them, and return to a satisfying work life, *Deep Change* holds the key.

From Library JournalBusiness school professor Quinn (Univ. of Michigan; Master Manager, John Wiley, 1995), who believes that people can effect great change in large organizations by changing themselves, has written a self-help book similar to but less structured than Stephen R. Covey's *Seven Habits of Highly Effective People* (S. S., 1989). In four sections, he defines "deep change," discusses the need for personal change, provides insights into the perceptions of an internally driven leader, and challenges the reader to develop a vision that includes the creation of excellence. Each chapter is followed by a set of questions that are to be used as springboards to personal and organizational change. His book reads easily, and the presentation is inspirational. Few self-help books aimed at developing an individual's leadership skills are available, recommending this for general readers where there is demand or interest.?S.C. Fair, Ohio Univ., ZanesvilleCopyright 1996 Reed Business Information, Inc. "Deep Change should be mandatory reading for every business leader seeking the strength, direction, energy, and inspiration to shape organizational transformation." -Thomas C. Jones, president, CIGNA Individual Insurance.From the Back CoverRobert E. Quinn has written a survival manual for anyone trying to stay afloat in a constantly changing organization. Through a series of stories, Quinn offers a new path that will help people in the trenches of today's modern organizations move beyond daily struggles into a position of peace, power, freedom and influence.*Deep Change* explores the process of internally driven leadership?where the most important skill is to "know thyself." It is not only about change management but also a new way of thinking about change and how it affects our lives. The author inspires readers to discover new ways of seeing and responding?allowing them to see themselves and their organizations in new and more productive ways.