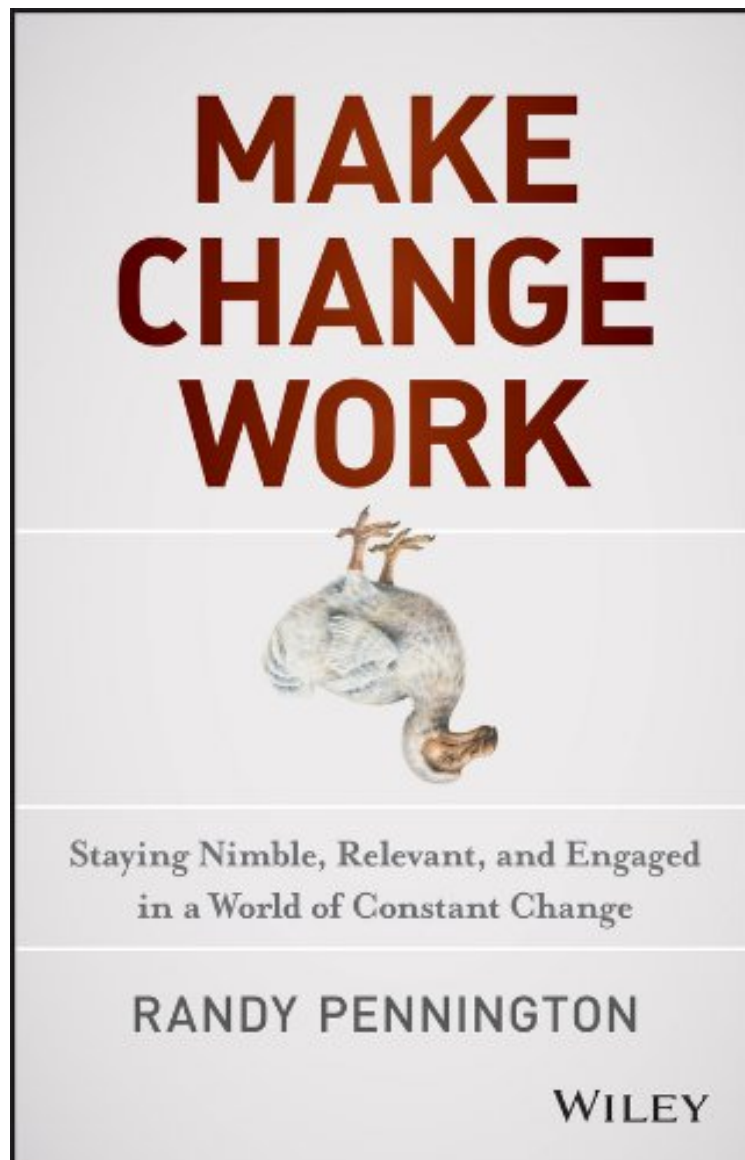


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Make Change Work: Staying Nimble, Relevant, and Engaged in a World of Constant Change

Randy Pennington

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Randy Pennington : Make Change Work: Staying Nimble, Relevant, and Engaged in a World of Constant Change before purchasing it in order to gage whether or not it would be worth my time, and all praised Make Change Work: Staying Nimble, Relevant, and Engaged in a World of Constant Change:

1 of 1 people found the following review helpful. Practical, Real-World Ways to Make Change WorkBy Terry L.,

In a world where change is not only ever-present, but increasing at an increasing rate, this book is a refreshing new perspective. Pennington addresses what many have talked about regarding change being at a much more rapid pace today. He goes far beyond what many other books about change discuss. In this comprehensive work, Pennington shows how good and bad change needs to be differentiated. Firmly rooted in real-world experience, this book is for those who aim for solid, business results. I particularly enjoyed the latter section where he addressed what to do for the future that can give us a competitive advantage. You can't stop change. It is going to continue. However, if you take the lessons that are communicated here by Randy Pennington, you will be able to achieve success far beyond others. Get this book. Don't just read it, devour it!

Terry Brock, Marketing Coach, Professional Speaker, Author of 1 of 1 people found the following review helpful. All Fluff By h.e.j.k. This book is waste if you're looking for concrete guidance and practical tools to make change work in your organization. Read if you want an overview of why change is important and to be reminded that the pace of change is accelerating. Duh. 1 of 1 people found the following review helpful. Awesome!!!!!!!!!!!!!!

By John B. Spence I read more than 100 business books a year and Make Change Work is now my absolute favorite on dealing effectively with change. Randy delivers super ideas, sage advice and plenty of solid tools, all while keeping it fun and entertaining. To survive in the New Normal you MUST develop Nimbleness (being nimble with velocity) and Make Change Work is your handbook! This is a book your entire team should read!!!

John Spence - One of the Top 100 Business Thought Leaders in America

Remain competitive, inspire innovation, and ensure success Constantly adapting, improving, and changing is more important than ever for companies to remain competitive in today's marketplace. Make Change Work presents real solutions to thriving in a world of constant change. This book educates managers and leaders on how to lead change, with strategies for creating urgency, building support, and ensuring successful change. Get the guidance you need to be bold in the face of change, and learn how to make your company faster, better, cheaper, and friendlier by simply listening to your customers; Advises leaders on how to design and implement a strategy that allows you to successfully lead change and deliver meaningful business results Author Randy Pennington is a 20-year business performance veteran, author, and expert in helping organizations build a culture focused on results Learn how to 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.

From the Inside Flap 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.

From the Back Cover Praise for Make Change Work "I could rename this book, How Tulips, Dodo Birds and Coyotes Changed the Way I Think About Change. Interested now? You should be. This is the most fascinating, practical book about dealing with change I've ever read." —LARRY WINGET, television personality and bestselling author of Grow a Pair: How to Stop Being a Victim and Take Back Your Life, Your Business, and Your Sanity "Make Change Work is the best book I have read on the real inner-workings of change. It could have easily been called The Future Belongs to the Coyote. Pennington does a great job of equating the emotional side of change with the pragmatic, 'let's get it done' side." —GARY NELSON, Chairman and CEO, First Texas Bancorp, Inc. "Randy Pennington has written an extraordinary book about change (and leadership, culture, execution, and more). You will use the ideas in it the second you put it down. Randy is the best business writer I know. This book will significantly impact and improve the way you do business." —JOE CALLOWAY, author of Be the Best at What Matters Most "Make Change Work lays a simple path from the strategy to the tactics of change. Randy teaches leaders to attack change not as a process to be managed but as a way of operating that delivers results." —SUSAN KELLIHER, SVP, Human Resources, Albemarle Corporation "To make change work, we have to change the way we work. Period. Pennington takes you on a journey through not only change but also how to lead transformation." —BRIAN SOLIS, Principal Analyst, Altimeter Group and author of What's the Future of Business? "For organizations to change, the people in those organizations must change. Make

Change Work provides real-world, practical strategies you can use immediately." —Chris Korst, Executive Vice President of Operations, Rent-A-Center

About the Author RANDY PENNINGTON is a business performance veteran, author, and expert in helping organizations build a culture focused on results. His client list includes leading organizations in business, nonprofits, and government. His ideas and comments have appeared in the New York Times, Entrepreneur, Executive Excellence, and numerous professional and trade journals, and on CNN, Fox News, the BBC, and ABC radio. He is the author of Results Rule!.