



Managing the Dynamics of Change: The Fastest Path to Creating an Engaged and Productive Workplace: The Fastest Path to Creating an Engaged and Productive Workplace

Jerald M. Jellison

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This action-oriented book presents the revolutionary J Curve model, which tracks people's performance, thoughts, and emotions at each of the five stages of the change process, from resistance through positive acceptance-key knowledge you need to lead your team and speed implementation. Used by leading companies such as IBM, Chevron, Toyota-Lexus, and 3M, the J Curve gives you proven tactics and tools for quickly getting employees to a positive stage on the curve.

In this groundbreaking book, Jellison introduces a new approach to change-Activation. Communication and persuasion aren't enough to help people overcome their doubts and anxieties. You'll put these Activation techniques to work immediately as you learn how to

- Communicate at ground level-breaking change down into doable steps so people can achieve the goal
- Front-load rewards-motivating people to persist through the most difficult phases of change
- Create accountability-linking performance to larger organizational goals
- Personalize praise-tailoring approval to individuals to motivate higher levels of performance

Managing the Dynamics of Change presents an innovative method for getting employees to quickly commit to change efforts and simultaneously ramp up their performance.

Drawing upon his extensive field research and consulting experience with Fortune 500 companies, Jerald Jellison, Ph.D. reveals how effective change occurs and shows you how to manage your employees' reaction to change, engage your team's emotions and actions, and move employees up the curve as fast as possible.

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Arthur Mead:

A lot of people always spent their free time to vacation as well as go to the outside with them household or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, as well as playing video games all day long. If you need to try to find a new activity here is look different you can read

any book. It is really fun in your case. If you enjoy the book that you read you can spend the whole day to reading a publication. The book *Managing the Dynamics of Change: The Fastest Path to Creating an Engaged and Productive Workplace: The Fastest Path to Creating an Engaged and Productive Workplace* it is rather good to read. There are a lot of people who recommended this book. These were enjoying reading this book. In case you did not have enough space to bring this book you can buy the e-book. You can more simply to read this book from the smart phone. The price is not too fund but this book provides high quality.

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