



Creating Contagious Commitment: Applying the Tipping Point to Organizational Change, 2nd Edition

By Andrea Shapiro

strategy perspective. Paperback. Book Condition: New. Paperback. 216 pages. Dimensions: 8.8in. x 6.0in. x 0.7in. Creating Contagious Commitment: Applying the Tipping Point to Organizational Change Too often, necessary and technically appropriate change initiatives fall short of expected gains because leaders fail to involve employees and leverage their perspectives. This deprives leaders of valuable input, and causes the very people who are expected to modify the way they work to feel discounted and disconnected. Creating Contagious Commitment: Applying the Tipping Point to Organizational Change presents a proven approach to turn this all too common situation around. It goes to the heart of effective change implementation and shows how to move employees from being apathetic or resistant to becoming committed advocates of a change. Creating Contagious Commitment demonstrates why many of the traditional approaches to change implementation (such as focusing on the easily measurable technical aspects or relying on mass awareness campaigns) don't work very well especially on their own. It explains the dynamics that contribute to successful change initiatives and how to use them, right now, in your own initiatives. The accessibility of the concepts and the practical strategies they provide make Creating Contagious Commitment a unique and powerful guide for change agents...

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