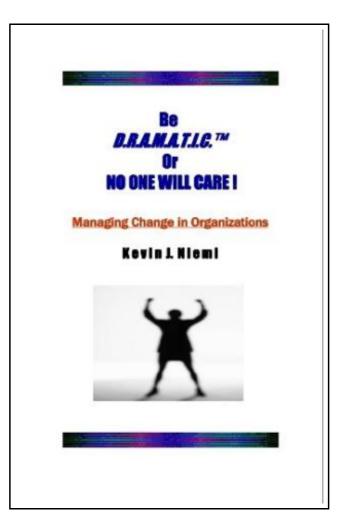
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BE D.R.A.M.A.T.I.C.TM OR NO ONE WILL CARE MANAGING CHANGE IN ORGANIZATIONS



CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 98 pages. Dimensions: 8.5in. x 5.5in. x 0.2in.D. R. A. M. A. T. I. C. is a simple, memorable, architecture for change. Set Direction, provide Resources, Align power structure, Motivate people, Advertise the change, Train people, Integrate all these activities with the rest of what is happening, then people Commit to the change. Many authors describe commitment. This book describes it and explains how. What do you do facing 5, 000, 20, 000 or more people preparing for a technology solution and limited to about 2-3 years from lust to dust What do you do facing your spouse, family, and your employer considering a job offer with heavy travel in a new city The 8 chapters are my best thinking on each topic. Carry the book with you. Read a chapter, go to a meeting, ask brilliant questions. Drive the meeting business or personal to a better solution. Examples: What drives the motivations of these people; Have we used day-in-the-life techniques to compare AS-IS with TO-BE; What is the U. S. P. (unique selling proposition) for these changes and have we communicated that ; Does anyone know why this is happening, and for those that know is what they know (the why) consistent or all over the map Are we being D. R. A. M. A. T. I. C. And so on . . . The appendices have indispensable charts, graphs, presentation slides all research based and even better used successfully in the field. And more references in the Bibliography. Organizations have been studied carefully the last 55 years, and in the last 20 there is a convergence of opinion that organizations are open-social-living-systems profit, non-profit, governmental, political, NGO, national, trans-national, global, humanitarian,...

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