

## Second Edition Be D.R.A.M.A.T.I.C. or No One Will Care: Managing Change in Organizations (Paperback)



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### **Reviews**

*This pdf is fantastic. It really is basic but shocks inside the 50 % in the pdf. I realized this pdf from my i and dad encouraged this pdf to discover.*

*(Hunter Witting)*

**SECOND EDITION BE D.R.A.M.A.T.I.C. OR NO ONE WILL CARE: MANAGING CHANGE IN ORGANIZATIONS (PAPERBACK)****DOWNLOAD**

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. D.R.A.M.A.T.I.C.(TM) 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. In sum, these are my lessons learned over my varied career. 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. You can ultimately plan a change project, work on or lead a change management team as I did, and be a trusted advisor to your client because you show your respect for them and their culture. 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.(TM)? And so on . . .

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