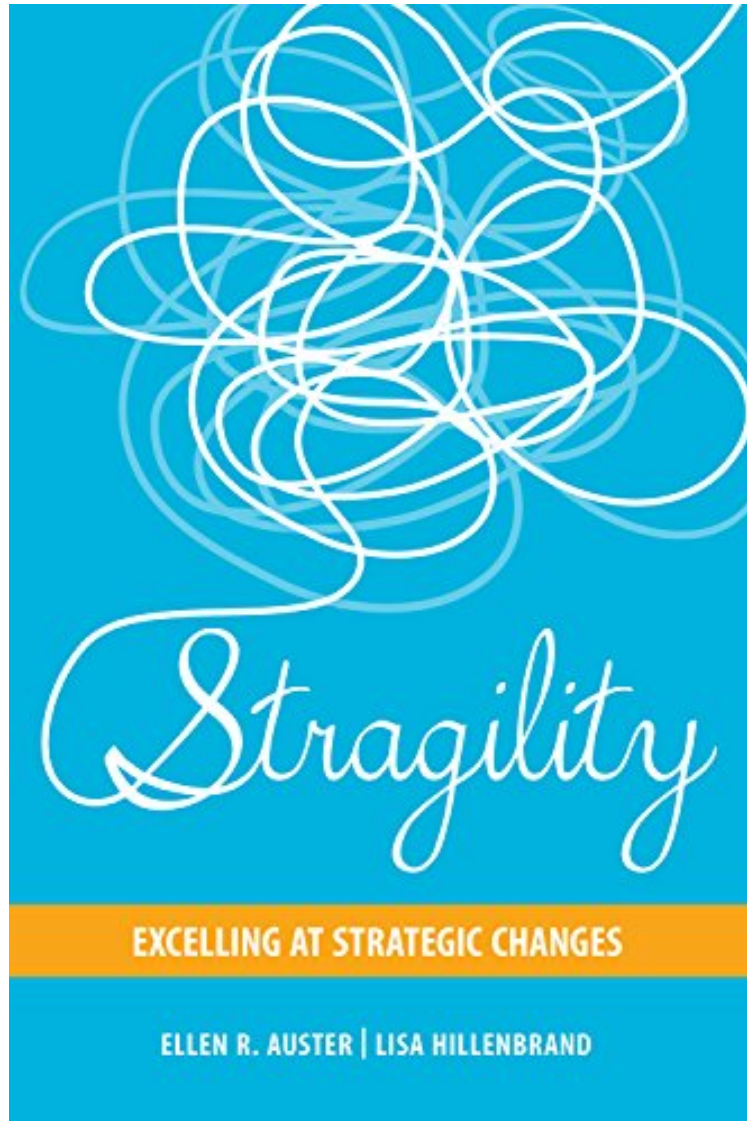


(Download ebook) Stragility: Excelling at Strategic Changes (Rotman-UTP Publishing)

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Ellen R. Auster, Lisa Hillenbrand
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Ellen R. Auster, Lisa Hillenbrand : Stragility: Excelling at Strategic Changes (Rotman-UTP Publishing) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Stragility: Excelling at Strategic Changes (Rotman-UTP Publishing):

2 of 2 people found the following review helpful. Your Next Strategy Should be to Buy this Book! By Scott Mautz If the only thing constant in business is change, then the thing most constantly changing is strategy. Therein lies the problem - change management is hard, effectively managing a change in strategy is exponentially harder. But not anymore. Hillenbrand and Auster have delivered a gem here - take it from an executive at a Fortune 100 company that's tried to navigate his fair share of strategic changes (oh to have had this book about 15 years ago!). The foundational

approach (four Stragility skills) is rock-solid, the stories are super, and the tools are outstanding. I especially liked the PESTE forces tool that outlines the opposing forces that make strategy change so dang hard, and there is a suite of tools for building support behind the strategic change that is worth rereading and referencing over and over. The authors keep each chapter moving briskly along, adeptly mixing interesting narrative with very practical advice. I also learned a ton about how to foster accountability and drive ownership, and the book concludes with a supremely useful look at how to foster truly successful change and a rousing call to action. If you're a leader, you need to manage change of all kinds. Get this 5 star primer for how to navigate the most difficult change of all - a strategic one. 2 of 2 people found the following review helpful. Real help with organization change By Dave Dickey Comprehensive, briskly written and loaded with practical examples. I love the Tool feature - diagnostic and strategic tools that you can grab and use. And a priceless chapter on how to handle the politics of change. (Spoiler alert - politics will not go away if you ignore it.) Props to Lisa Hillenbrand and Lisa Auster. 1 of 1 people found the following review helpful. Fantastic Advice, Great Workshops By Lisa Hillenbrand This advice is timeless, easy to apply and it works. Invite the authors to speak or give a workshop. They are terrific!

Success in business demands an organization that is agile, innovative, and alert, capable of reinventing itself to handle whatever comes its way. Yet most attempts at transformational change fail, hamstrung by poor strategy, office politics, stakeholder resistance, and the pressures of constant transformation. In *Stragility*, Ellen Auster and Lisa Hillenbrand provide a powerful, practical, action-oriented approach that equips leaders at all levels to navigate these challenges while building skills and capabilities for the next strategic change. Filled with great examples of leading edge companies, and jam-packed with concrete tips, action steps, and tools, *Stragility* offers indispensable advice on how to make continuous strategic changes, navigate the politics and emotions of change, and inspire and engage leaders and stakeholders. Building on a field-tested framework the authors have applied in Fortune 500 companies, small businesses, and social sector organizations, *Stragility* provides the tools for creating a thriving, high-energy organization that will excel at strategic change — again and again.

“*Stragility* is an immensely practical resource to turn change strategies into action. Lisa and Ellen’s book will help you reconnect to a sense of purpose, choose metrics that matter, use mantras and stories to inspire action, and invest in people to allow them to grow and make a time-lasting difference.” (Paul Polman, Chief Executive Officer, Unilever) “As an organization, we’ve spent the last twenty years learning and adapting the way we create social change. *Stragility* brings the tools and expertise I wish we had access to all those years ago. With incisive strategies and practical how-tos, Ellen and Lisa identify pain points and rethink how we approach change in the twenty-first century. At the heart of this book is the answer we knew, but didn’t always know how to act on — that people are key to the way we change and grow.” (Craig Kielburger, Co-founder of Free The Children and Me to We) “Auster and Hillenbrand offer actionable advice on creating a clear call to action, anchoring change in company culture, listening and empowering people to take action, and embedding the changes in systems, work plans, and performance measures. I highly recommend it.” (Dina Howell, Worldwide CEO, Saatchi Saatchi) “What inspired me about *Stragility* is that it not only introduces the new paradigm of agility in strategic interventions but also provides a trajectory on how to make it sticky for the organization while creating passion and commitment within and outside of organization for the needed changes.” (Mansi Tripathy, Chief Marketing Officer, Shell India) “In today’s business world, if you’re not leading change, you’re not leading. *Stragility* expertly tackles the wicked challenge of how to orchestrate change in a way that leaves the organization and business results stronger.” (Chris Hood, President, Kellogg Europe) About the Author Ellen R. Auster is a Professor of Strategic Management at Schulich School of Business at York University. Lisa Hillenbrand is the founder of Lisa Hillenbrand Associates and former Harley Procter Global Marketing Director at Procter Gamble.