The Consultants Big Book Of Orgainization Development Tools 50 Reproducible Intervention Tools To Help Solve Your Clients Problems Consultants Big Book Series

Accelerating profitable growth has been one of the long-standing challenges of business executives. Even today, with stock markets booming and M&A activity returning to record levels, organic growth is anemic for many companies. In our experience, the root cause is a lack of strategy in the organization's thinking, planning, and marketing. Many successful business leaders have built their careers on execution and efficiency but have relatively little experience making the strategic decisions that drive the top line. Lean, Six Sigma, and other efficiency-focused methodologies are fantastic at answering questions around how to do things better, but they are not suited to answer strategic questions around what they should do and why. Through our experience, we realized that there are a set of core principles and frameworks that can improve, sometimes dramatically, the selection and targeting of growth opportunities and importantly, turn good ideas into good businesses quickly and with more confidence. Over time we realized that there was nothing magical in the concepts we were using in our work. We do not claim to be mystical seers interpreting some strategy oracle that only we can understand. And that became our mission: to teach

capable people at all levels of an organization how to apply strategic concepts themselves. There are significant advantages to embedding strategic thinking capabilities throughout the organization. 1. Some of the best organic growth ideas bubble up from lower levels of the organization. 2. Embedding strategic thinking skills creates a more discerning audience for top-down initiatives. 3. Leveraging this process over time will groom the next generation of general managers for success 4. Building organizational strategic capabilities can be a real differentiator in the B2B world. To accomplish this we developed Grassroots Strategy, a seminar-based approach that teaches good strategic thinking by having the participants apply what they're learning to actual challenges confronting their business. This book walks through the approach and concepts that we teach and apply during those seminars. The title of this book speaks to our perspective on strategy. The best strategies are not dictated from an "ivory tower." Rather, they are firmly rooted in the reality of the market and leverage the cross-functional experience and intelligence of the entire organization. And once they take root, these strategic principles not only lead to better targeted growth initiatives, they provide the healthy foundation that is needed for a growth culture to thrive. Throughout this book we take readers from strategy apprentice to journeyman strategic thinker. We will show you how to apply proven strategy concepts and tools within a framework that enables their use. With diligence and discipline, this process will separate the best growth ideas from the also-rans. And it will enable

you to redirect resources and accelerate the best ideas to deliver results more quickly. How do we know this works? Well, our clients give us credit for hundreds of millions of dollars of incremental operating profit, and that's good enough for us. The number of companies that would benefit from our approach is far larger than those we can reach with our consulting practice. Although there is no substitute for the full, week-long Grassroots Strategy seminar experience, we created this book as a "do-it-yourself" guide for those who want to encourage strategic thinking within their organization from the ground up. Whatever your situation, this book is a convenient way to share these concepts with all teams and individuals seeking strategic growth. We hope you enjoy the journey.

Stop satisfying your customers – and start impressing them – using the strategies of Apple, Costco, Disney, and other industry dominators. If you're aspiring to satisfy your customers, then you're aspiring to mediocrity. That's the fascinating premise of From Impressed to Obsessed, a book that will fundamentally change how you think about creating a successful, beloved business. Renowned customer experience expert Jon Picoult takes you on a mesmerizing journey, showing how customer loyalty is as much about shaping people's memories as it is about shaping their experiences. Through captivating stories and eye-opening studies, Picoult explains the 12 breakthrough, psychology-based strategies that successful companies use to impress customers – leading them to become obsessed with the business's products and services,

and to encourage others to do the same. Filled with actionable examples, you'll see how you can immediately apply these principles to turn more sales prospects into customers, and more customers into raving fans. Picoult even demonstrates how business leaders can use the very same principles to strengthen employee engagement and loyalty. Turn your organization's customer experience into its greatest competitive advantage, by applying the simple but profound lessons in From Obsessed to Impressed. Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human

profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

This exciting interactive game book includes more than 75 games, mazes, fill-in-the-blank stories, trivia questions, comics, and more.

In the bestselling tradition of "Liar's Poker" comes a devastatingly accurate and darkly hilarious behind-the-scenes look at the wonderful world of management consulting.

Metaphors and exercises play an incredibly important part in the successful delivery of acceptance and commitment therapy (ACT). These powerful tools go far in helping clients connect with their values and give them the motivation needed to make a real, conscious commitment to change. Unfortunately, many of the metaphors that clinicians use have become stale and ineffective. That's why you need fresh, new resources for your professional library. In this breakthrough book, two ACT researchers provide an essential A-Z resource guide that includes tons of new metaphors and experiential exercises to help promote client acceptance, defusion from troubling thoughts, and values-based action. The book also includes scripts tailored to different client populations, and special metaphors and exercises that address unique problems that may sometimes arise in your therapy sessions. Several ACT texts and workbooks have been published for the treatment of a variety of psychological problems. However, no one resource exists where you can find an exhaustive list of metaphors and experiential exercises geared toward the

six core elements of ACT. Whether you are treating a client with anxiety, depression, trauma, or an eating disorder, this book will provide you with the skills needed to improve lives, one exercise at a time. With a special foreword by ACT cofounder Steven C. Hayes, PhD, this book is a must-have for any ACT Practitioner. Consulting frameworks are what consultants use to frame a problem as well as its solution. Consulting is a specialty of problem solving, and these frameworks act as shortcuts to problem solving. It doesn't mean that they are exclusive to consulting! anyone can learn them to help improve their problem solving skills! For the ones interested in joining consulting, practicing 1000 cases doesn't help if you don't use a framework consistently. Therefore a better approach for preparation is to understand and memorize the frameworks followed by a few cases only to store the framework in your long-term memory. Many applicants practice cases for months and then are surprised that the cases during the interview are not similar. I don't need to belabor this point too much--you get it. Learn how to think with frameworks rather than brute force your way through an unhealthy amount of cases. If you want practice cases, most if not all consulting firms offer their own cases online and for free. Those are more than enough to practice. The Concise Reads Business Success series is a collection of short reading material that highlights important concepts in business education that every student, business owner, and entrepreneur should know from accounting and incorporating, to building a robust business plan and managing operations. We hope you

enjoy Peter's easy to read explanations. The affordable pricing makes this series available to anyone willing to learn and the concise aspect makes it so it does not take more than a single day to learn or a single weekend to master. Good luck and please review the book when you're done so that others could see the value derived from this affordable series. Thank you for your interest and happy concise reading!

Are you an internal consultant -- someone who is a permanent employee and staff member, yet serves in a consultative role within your organization? Then you need this hands-on, practical guidebook to help you better understand your role and improve your performance, whether you re a change agent, trusted advisor, or someone who serves in varying capacities. Just like an external consultant, it s important to design your job, develop a formal agreement, and build your practice. Consulting on the Inside provides a solid background for internal consultants, and serves as a roadmap for cultivating a successful career.

Everything you need to know about building a successful, world-class consulting practice Whether you are a veteran consultant or new to the industry, an entrepreneur or the principal of a small firm, The Consulting Bible tells you absolutely everything you need to know to create and expand a seven-figure independent or boutique consulting practice. Expert author Alan Weiss, who coaches consultants globally and has written more books on solo consulting than anyone in history, shares his expertise comprehensively. Learn and appreciate the origins and evolution of the consulting profession Launch your practice or firm and propel it to top performance Implement your consulting strategies in public

and private organizations, large or small, global or domestic Select from the widest variety of consulting methodologies Achieve lasting success in your professional career and personal goals The author is recognized as "one of the most highly regarded independent consultants in America" by the New York Post and "a worldwide expert in executive education" by Success Magazine Whether you're just starting out or looking for the latest trends in modern practice, The Consulting Bible gives you an unparalleled toolset to build a thriving consultancy.

The Consultant's Big Book of Organization Development Tools provides consultants with tools, interventions, and activities they can use to solve individual, team, and organizational performance problems. This book offers incredible value for the consultant looking to use structured interventions as a vital part of the consultation approach. Many of the tools consist of a simulation or other structured activity consultants can use with leaders in the client organization to address the soft issues in a nonthreatening way. And most include downloadable, customizable handouts that they can freely reproduce and use with clients. Solving complex problems and selling their solutions is critical for personal and organizational success. For most of us, however, it doesn't come naturally and we haven't been taught how to do it well. Research shows a host of pitfalls trips us up when we try: We're quick to believe we understand a situation and jump to a flawed solution. We seek to confirm our hypotheses and ignore conflicting evidence. We view challenges incompletely through the frameworks we know instead of with a fresh pair of eyes. And when we communicate our recommendations, we forget our reasoning isn't obvious to our audience. How can we do it better? In Cracked It!, seasoned strategy professors and consultants Bernard Garrette, Corey Phelps and Olivier

Sibony present a rigorous and practical four-step approach to overcome these pitfalls. Building on tried-and-tested (but rarely revealed) methods of top strategy consultants, research in cognitive psychology, and the latest advances in design thinking, they provide a step-by-step process and toolkit that will help readers tackle any challenging business problem. Using compelling stories and detailed case examples, the authors guide readers through each step in the process: from how to state, structure and then solve problems to how to sell the solutions. Written in an engaging style by a trio of experts with decades of experience researching, teaching and consulting on complex business problems, this book will be an indispensable manual for anyone interested in creating value by helping their organizations crack the problems that matter most.

"Downloadable and customizable" -- front cover.

The Comprehensive Handbook for Scaffolding Students' Literacy Growth Our readers and writers must "do the doing" if they are to succeed. In The Big Book of Literacy Tasks, Nancy Akhavan offers an instructional plan designed to yield independent effort and engagement. 75 tasks in beautiful full-color two-pagers ensure gradual release by moving more swiftly from the "I do" teacher phase to the "you do" student phase. Complete with amazing scaffolding tips for meeting the needs of a range of learners, The Big Book of Literacy Tasks gives you a clear framework for "working the minds" of your students, helping them forge their own path to becoming better readers and writers.

This is a bind up of Amazing Mazes, Animal Mazes, Around the World Mazes. This workbook will help your child develop pencil skills and spatial reasoning ability through fun and challenging mazes.

The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a

groundbreaking discipline called category design. Winning today isn't about beating the competition at the old game. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can't build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you're going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of "category kings"— companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn't know we had. In Play Bigger, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers. Crossing the Chasm revolutionized how we think about new products in an existing market. The Innovator's Dilemma taught us about disrupting an aging market. Now, Play Bigger is transforming business once again, showing us how to create the market itself.

Set your baby on the path to consulting - because it's never too early to prep for your first steerco! Follow Consultant Cat, Partner Panda, Analyst Armadillo, and the rest of the case team as they learn the ins and outs of consulting. Written by a management consultant, The ABCs of Consulting is a fun and simple introduction to the fast-paced world of consulting. Babies and adults alike will learn to appreciate the importance of carry-on luggage, how useless footnotes are, and the magic powers of the word "key"!

The Consultant's Big Book of Reproducible Surveys and

Questionnaires50 Instruments to Help You Assess and Diagnose Client NeedsMcGraw Hill Professional Managing people is the most challenging part of any leader's job. And that job's not getting any easier as the human resources profession grows more dynamic and constantly changes. The Big Book of HR provides any business owner, manager, or HR professional with the most current information to get the most from their talent--from strategic HR-related issues to the smallest tactical detail of managing people. Each topic covered includes information on associated legal issues--such as the recent changes to the Fair Labor Standards Act's overtime regulations--and stories from leading organizations to illustrate the positive impact human resources can have on organizations of any size. Each chapter ends with discussion questions to encourage additional thought. Sample forms and templates plus a list of additional resources are also included. The latest edition of The Big Book of HR includes up-to-date information about how to: Select, engage, and retain the best talent for your organization. Develop attractive and fair compensation and benefits programs. Manage and develop your employees. Resolve conflict and maintain communications throughout the organization. Develop performance-management systems that reflect current trends and best practices. Use technology to effectively manage the human resources function. "Instead of trusting kids with choices . . . many parents insist on micromanaging everything from homework to friendships. For these parents, Stixrud and Johnson have a simple message: Stop." —NPR "This humane, thoughtful book turns the latest brain science into valuable practical advice for parents." —Paul Tough, New York Times bestselling author of How Children Succeed A few years ago, Bill Stixrud and Ned Johnson started noticing the same problem from different angles: Even high-performing kids were coming to them

acutely stressed and lacking motivation. Many complained they had no control over their lives. Some stumbled in high school or hit college and unraveled. Bill is a clinical neuropsychologist who helps kids gripped by anxiety or struggling to learn. Ned is a motivational coach who runs an elite tutoring service. Together they discovered that the best antidote to stress is to give kids more of a sense of control over their lives. But this doesn't mean giving up your authority as a parent. In this groundbreaking book they reveal how you can actively help your child to sculpt a brain that is resilient, and ready to take on new challenges. The Self-Driven Child offers a combination of cutting-edge brain science, the latest discoveries in behavioral therapy, and case studies drawn from the thousands of kids and teens Bill and Ned have helped over the years to teach you how to set your child on the real road to success. As parents, we can only drive our kids so far. At some point, they will have to take the wheel and map out their own path. But there is a lot you can do before then to help them tackle the road ahead with resilience and imagination.

A New York Times bestseller/Washington Post Notable Book of 2017/NPR Best Books of 2017/Wall Street Journal Best Books of 2017 "This book will serve as the definitive guide to the past and future of health care in America."—Siddhartha Mukherjee, Pulitzer Prize-winning author of The Emperor of All Maladies and The Gene At a moment of drastic political upheaval, An American Sickness is a shocking investigation into our dysfunctional healthcare system - and offers practical solutions to its myriad problems. In these troubled times, perhaps no institution has unraveled more quickly and more completely than American medicine. In only a few decades, the medical system has been overrun by organizations seeking to exploit for profit the trust that vulnerable and sick Americans place in their healthcare. Our politicians have

proven themselves either unwilling or incapable of reining in the increasingly outrageous costs faced by patients, and market-based solutions only seem to funnel larger and larger sums of our money into the hands of corporations. Impossibly high insurance premiums and inexplicably large bills have become facts of life; fatalism has set in. Very quickly Americans have been made to accept paying more for less. How did things get so bad so fast? Breaking down this monolithic business into the individual industries—the hospitals, doctors, insurance companies, and drug manufacturers—that together constitute our healthcare system, Rosenthal exposes the recent evolution of American medicine as never before. How did healthcare, the caring endeavor, become healthcare, the highly profitable industry? Hospital systems, which are managed by business executives, behave like predatory lenders, hounding patients and seizing their homes. Research charities are in bed with big pharmaceutical companies, which surreptitiously profit from the donations made by working people. Patients receive bills in code, from entrepreneurial doctors they never even saw. The system is in tatters, but we can fight back. Dr. Elisabeth Rosenthal doesn't just explain the symptoms, she diagnoses and treats the disease itself. In clear and practical terms, she spells out exactly how to decode medical doublespeak, avoid the pitfalls of the pharmaceuticals racket, and get the care you and your family deserve. She takes you inside the doctor-patient relationship and to hospital C-suites, explaining step-by-step the workings of a system badly lacking transparency. This is about what we can do, as individual patients, both to navigate the maze that is American healthcare and also to demand far-reaching reform. An American Sickness is the frontline defense against a healthcare system that no longer has our well-being at heart. Discover the secrets of your favorite animal's odd behaviors,

such as why woodpeckers don't get headaches, how octopuses change colors, and what helps insects walk sideways and even upside down! From shrews to skunks, elephants to Emperor penguins, learn about 60 animals in all Filled with full-color images of each creature, as well as their behavior and habitats Engaging and humorous text that inspires praise to God for the work of His hands

A picture book that provides hours of puzzle-solving fun, and also helps develop pre-reading and number skills.

Another extraordinary business fable from the New York Times bestselling author Patrick Lencioni Written in the same dynamic style as his previous bestsellers including The Five Dysfunctions of a Team, Lencioni illustrates the principles of inspiring client loyalty through a fascinating business fable. He explains the theory of vulnerability in depth and presents concrete steps for putting it to work in any organization. The story follows a small consulting firm, Lighthouse Partners, which often beats out big-name competitors for top clients. One such competitor buys out Lighthouse and learns important lessons about what it means to provide value to its clients. Offers a key resource for gaining competitive advantage in tough times Shows why the quality of vulnerability is so important in business Includes ideas for inspiring customer and client loyalty Written by the highly successful consultant and business writer Patrick Lencioni This new book in the popular Lencioni series shows what it takes to gain a real and lasting competitive edge.

Consulting Start-up and Management: A Guide for Evaluators and Applied Researchers addresses the unique issues faced by evaluators and applied researchers who are interested in becoming independent consultants, as well as by those who need to re-tool their professional practice. This text will be used as a supplementary text in courses in evaluation and applied research in which consulting work is addressed, in

addition to its use as a professional text by current and would be practitioners.

A behind-the-scenes, revelatory history of the controversial consulting firm traces its decades-long influence in both business and political arenas, citing its role in the establishment of mainstream practices and modern understandings about capitalism while evaluating the failures that have compromised its reputation. 60,000 first printing.

Developed for aspiring business book writers, this is an authoritative guide to cracking into publishing. In addition to providing an overview of the market, it covers fundamental topics such as how to land an agent, deal with editors, evaluate offers, and promote a book. It contains real-life examples from book proposals that were sold and subsequently became published titles to illustrate common pitfalls that may lead to needless delays, expenditures, and blind alleys. Time-saving templates assist would-be authors in formulating ideas, developing a title and table of contents, and writing a solid proposal and manuscript.

This book provides you with the tools to tap into the capabilities that already exist in your organization, but are as yet inaccessible. The book shows you how to make maximum use and accessibility of existing knowledge by implementing a successful tool, The River Diagram. This tool will help reveal your organization's strengths and weaknesses,

which will aid you in resolving an internal problem. Illustrated using an exciting range of case studies including BP, Oracle, UNAIDS, and others, this book will guide you towards saving both time and money. "Templates, checklists, and sample forms ... can be easily adapted by any organization"--Cover. It's the People, Stupid! Karen Phelan is sorry. She really is. She tried to do business by the numbers—the management consultant way—developing measures, optimizing processes, and quantifying performance. The only problem is that businesses are run by people. And people can't be plugged into formulas or summed up in scorecards. Phelan dissects a whole range of consulting treatments for unhealthy companies and shows why they're essentially fad diets: superficial would-be fixes that don't result in lasting improvements and can cause serious damage. With a mix of clear-eyed business analysis, heart-wrenching stories, and hard-won lessons for both consultants and the people who hire them, this book is impossible to put down and impossible to ignore. Karen Phelan and other consultants may have "broken" your company, but she's eager to make amends. "Finally, an author challenging our broken management models who has credibility—she has been there. Karen Phelan not only explains why the emperor—our sacred ways of managing—has no clothes but provides us with insightful alternatives

that promise to add real value to our organizations and the people that make them function." —Dean Schroeder, award-winning coauthor of Ideas Are Free "Funny, irreverent, and outrageous, this book is making a deeply serious point: talking to actual people and figuring out how to help them work together better is what's going to make organizations stronger, not another PowerPoint presentation." —Rosina L. Racioppi, President and CEO, Women Unlimited, Inc.

A Dynamic New Approach to Organizational Change Dialogic Organization Development is a compelling alternative to the classical action research approach to planned change. Organizations are seen as fluid, socially constructed realities that are continuously created through conversations and images. Leaders and consultants can help foster change by encouraging disruptions to taken-for-granted ways of thinking and acting and the use of generative images to stimulate new organizational conversations and narratives. This book offers the first comprehensive introduction to Dialogic Organization Development with chapters by a global team of leading scholar-practitioners addressing both theoretical foundations and specific practices.

"Nursery Rhymes included are: Do you know the muffin man?; Pat-a-cake, pat-a-cake; Old King Cole; The Queen of Hearts; Jack and Jill; Humpty Dumpty; Little Bo Peep; Mary had a little Lamb; Hickory

dickory dock; 1,2,3,4, Mary at the cottage door; Little Miss Muffet; Mary Mary Quite Contrary; Rub a dub-dub; 1,2,3,4,5, once I caught a fish alive; Old Mother Hubbard; This little piggy; Sing a song of sixpence; Baa baa Black Sheep; Hey didddle diddle and Twinkle, Twinkle Little Star"--

The New York Times bestselling, groundbreaking investigation of how the global elite's efforts to "change the world" preserve the status quo and obscure their role in causing the problems they later seek to solve. An essential read for understanding some of the egregious abuses of power that dominate today's news. Former New York Times columnist Anand Giridharadas takes us into the inner sanctums of a new gilded age, where the rich and powerful fight for equality and justice any way they can--except ways that threaten the social order and their position atop it. We see how they rebrand themselves as saviors of the poor; how they lavishly reward "thought leaders" who redefine "change" in winner-friendly ways; and how they constantly seek to do more good, but never less harm. We hear the limousine confessions of a celebrated foundation boss; witness an American president hem and haw about his plutocratic benefactors; and attend a cruise-ship conference where entrepreneurs celebrate their own self-interested magnanimity. Giridharadas asks hard questions: Why, for example, should our gravest problems be solved by the unelected upper

crust instead of the public institutions it erodes by lobbying and dodging taxes? He also points toward an answer: Rather than rely on scraps from the winners, we must take on the grueling democratic work of building more robust, egalitarian institutions and truly changing the world. A call to action for elites and everyday citizens alike.

Over 70,000 copies in print It''s the classic guide to success in the demanding world of consulting.

Consulting in Complex and Changing Times Organizations face challenges today that are too messy and complicated for consultants to simply play doctor: run a few tests, offer a neat diagnosis of the "problem," and recommend a solution. Edgar Schein argues that consultants have to jettison the old idea of professional distance and work with their clients in a more personal way, emphasizing authentic openness, curiosity, and humility. Schein draws deeply on his own decades of experience, offering over two dozen case studies that illuminate each stage of this humble consulting process. Just as he did with Process Consultation nearly fifty years ago, Schein has once again revolutionized the field, enabling consultants to be more genuinely helpful and vastly more effective.

Great consultants possess a je ne sais quoi that are equal parts confidence, passion, technical acumen, purpose, and charisma. Great consultants are authentically imperfect; they take life by the reins and forge ahead with certainty no matter how complex a situation is, in an almost effortless way. Great consultants are humble yet make everyone around them step their game up. Great consultants take care of their people. Clients thank good consultants; clients are wowed by great consultants. The journey to greatness is infinite. You too can

become a great, high-impact consultant, and build trusted relationships with your clients and teams while creating a high quality of life. Expert mentor and management consultant Christie Lindor shares lessons learned and hard-earned wisdom gleaned over her fifteen-year career working for some of the world's top consulting firms advising public and private sector clients. The MECE Muse is an insider's guide to consulting, providing invaluable insights and practical knowledge including unwritten rules, career strategies, in addition to interviews from top industry consulting leaders who relate their personal experiences and offer unique perspectives on building and maintaining a successful consulting career.

To effectively adapt and thrive in today's business world, organizations need to implement effective organizational development (OD) interventions to improve performance and effectiveness at the individual, group, and organizational levels. OD interventions involve people, trust, support, shared power, conflict resolution, and stakeholders' participation, just to name a few. OD interventions usually have broader scope and can affect the whole organization. OD practitioners or change agents must have a solid understanding of different OD interventions to select the most appropriate one to fulfill the client's needs. There is limited precise information or research about how to design OD interventions or how they can be expected to interact with organizational conditions to achieve specific results. This book offers OD practitioners and change agents a step-by-step approach to implementing OD interventions and includes example cases, practical tools, and guidelines for different OD interventions. It is noteworthy that roughly 65% of organizational change projects fail. One reason for the failure is that the changes are not effectively implemented, and this book focuses on how to successfully implement organizational changes. Designed for

use by OD practitioners, management, and human resources professionals, this book provides readers with OD basic principles, practices, and skills by featuring illustrative case studies and useful tools. This book shows how OD professionals can actually get work done and what the step-by-step OD effort should be. This book looks at how to choose and implement a range of interventions at different levels. Unlike other books currently available on the market, this book goes beyond individual, group, and organizational levels of OD interventions, and addresses broader OD intervention efforts at industry and community levels, too. Essentially, this book provides a practical guide for OD interventions. Each chapter provides practical information about general OD interventions, supplies best practice examples and case studies, summarizes the results of best practices, provides at least one case scenario, and offers at least one relevant tool for practitioners.

"If more business books were as useful, concise, and just plain fun to read as THE MCKINSEY WAY, the business world would be a better place." --Julie Bick, best-selling author of ALL I REALLY NEED TO KNOW IN BUSINESS I LEARNED AT MICROSOFT. "Enlivened by witty anecdotes, THE MCKINSEY WAY contains valuable lessons on widely diverse topics such as marketing, interviewing, team-building, and brainstorming." --Paul H. Zipkin, Vice-Dean, The Fuqua School of Business It's been called "a breeding ground for gurus." McKinsey & Company is the gold-standard consulting firm whose alumni include titans such as "In Search of Excellence" author Tom Peters, Harvey Golub of American Express, and Japan's Kenichi Ohmae. When Fortune 100 corporations are stymied, it's the "McKinsey-ites" whom they call for help. In THE MCKINSEY WAY, former McKinsey associate Ethan Rasiel lifts the veil to show you how the secretive McKinsey works its magic, and helps you emulate

the firm's well-honed practices in problem solving, communication, and management. He shows you how McKinsey-ites think about business problems and how they work at solving them, explaining the way McKinsey approaches every aspect of a task: How McKinsey recruits and molds its elite consultants; How to "sell without selling"; How to use facts, not fear them; Techniques to jump-start research and make brainstorming more productive; How to build and keep a team at the top its game; Powerful presentation methods, including the famous waterfall chart, rarely seen outside McKinsey; How to get ultimate "buy-in" to your findings; Survival tips for working in high-pressure organizations. Both a behind-the-scenes look at one of the most admired and secretive companies in the business world and a toolkit of problem-solving techniques without peer, THE MCKINSEY WAY is fascinating reading that empowers every business decision maker to become a better strategic player in any organization.

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