

Viral Change The Alternative To Slow Painful And Unsuccessful Management Of Change In Organisations By Leandro Herrero 15 Jul 2008 Paperback

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Viral Change The Alternative To

Viral Change(TM) provides a completely different framework for change. It is based on recent 'discoveries' across disciplines such as network and behavioural sciences. It shows how a combination of the right language and frame, a small set of non-negotiable behaviours (all spread by a small number of activists) and the creation of 'tipping points', creates lasting cultural change in organisations.

Viral Change: The Alternative to Slow, Painful and ...

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Viral Change: The Alternative to Slow, Painful and Unsuccessful Management of Change in Organisations. Viral Change. : Most conventional 'change management' programmes fail. This is mainly due to...

Viral Change: The Alternative to Slow, Painful and ...

Viral Change: The Alternative to Slow, Painful and Unsuccessful Management of Change in Organisations Paperback - 15 July 2008 by Leandro Herrero (Author)

Viral Change: The Alternative to Slow, Painful and ...

The Viral Change model is explained in the book Viral Change: the alternative to slow, painful and unsuccessful management of change in organizations. You can buy the book on Amazon UK or Amazon US, or through meetingminds. You can also listen to Leandro Herrero talk about Viral Change in an on-demand audio-visual presentation.

Viral Change | The Chalfont Project

VIRAL CHANGE™ is the alternative to slow, painful and unsuccessful management of change in organisations. The traditional model is linear: big change needs a big set of initiatives cascaded down via big communication programmes.

Viral Change (TM)

AN INTRODUCTION TO VIRAL CHANGE™: AN ALTERNATIVE TO CONVENTIONAL CULTURAL CHANGE IN ORGANIZATIONS By Leandro Herrero The traditional way of looking at cultural change is to define the desired culture up front and to map the necessary processes to achieve it. This approach usually includes massive communication programmes aimed at reaching

An Introduction to Viral Change - The Chalfont Project

However Work could be remarkable. Homo Imitans The art of social infection: Viral Change in action: Viral Change The alternative to slow, painful and unsuccessful management of change in organizations : Disruptive Ideas 10+10+10=1000: the maths of Viral Change that transform organizations

Viral Change

Viral Change™ must not be a formally labelled 'Change Management Programme' 9. Viral Change™ is neither top-down nor strictly speaking bottom-up, but multi-centric and distributed across the organisation. 10. Stories are the best currency of change. Story-capture and story-telling is key to Viral Change™ . 11.

The 15 key Viral Change™ principles | Leandro Herrero

information, create common repositories, share. 1Herrero. Leandro, 2006, Viral Change: the alternative to slow, painful and unsuccessful management of change in organizations, meetingminds, UK. strategic objectives and a big number of actions and implementations. 2.

CHANGING THE WAY WE THINK ABOUT CHANGE

Viral Change : The Alternative to Slow, Painful and Unsuccessful Management of Change in Organisations, Paperback by Herrero, Leandro, ISBN 1905776055, ISBN-13 9781905776054, Brand New, Free shipping in the US

Viral Change : The Alternative to Slow, Painful and ...

Leandro is a former psychiatrist, he runs his own consultancy called The Chalfont Project Limited, and he's written several books, including Viral Change: The Alternative to Slow, Painful and Unsuccessful Management of Change in Organizations. This book is very interesting because it turns a lot of conventional wisdom upside down, so I'm hoping to unpack some of those notions with Leandro today.

Leandro Herrero, Viral Change: The Alternative to Slow ...

'Viral Change™: the alternative to slow, painful and unsuccessful management of change in organizations' (2008), outlines a methodology developed and successfully tested to create significantly faster cultural and behavioural change in organizations. This book is now in its second edition.

Consultant - Author - Speaker - Viral Change

Viral Change : The Alternative to Slow, Painful and Unsuccessful Management of Change in Organisations, Paperback by Herrero, Leandro, ISBN 1905776055, ISBN-13 9781905776054, Brand New, Free shipping. See details.

Viral Change: The Alternative to Slow, Painful and ...

Viral Change: The alternative to slow, painful and unsuccessful management of change in organizations really liked it 4.00 avg rating — 2 ratings — published 2006

Leandro Herrero (Author of Viral Change)

What is Viral Change (TM) Viral Change (TM) in a nutshell VIRAL CHANGE™ is the alternative to slow, painful and unsuccessful management of change in organisations. The traditional model is linear: big change needs a big set of initiatives cascaded down via big communication programmes.

Viral Change (TM): January 2012

Viral Change (TM) Viral Change is the alternative to slow, painful and unsuccessful management of change in organisations. As an Associated Practice, E AND H are now accredited to conduct Viral Change™ programmes in conjunction with Viral Change LLP and The Chalfont Project. Viral Change™ - E and H Consulting Viral Change T he alternative to slow,

Management Of Change In Organisations By

When we change the process/system, people will change their behaviour . Changes need to come from the top and filter down . Big changes need big actions . Cultural change is a painful, long-term process with no short-term results Viral Change(TM) provides a completely different framework for change.

Viral Change: 8601406212565: Business Development Books ...

Viral Change is presented as "the alternative to slow, painful and unsuccessful management of change in organizations." To achieve this, it takes the power of the informal organization seriously.