



Choosing Change: How Leaders and Organizations Drive Results One Person at a Time

Walter McFarland, Susan Goldsworthy

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A Soundview Executive Summaries Best Business Book of 2014 and a Silver Medalist in the Axiom Business Book Awards!

If there's one certainty in business today, it's this: Change is coming your way. You have no choice in the matter. The choice you do have is either to embrace it or bury your head in the sand.

In *Choosing Change*, ASTD Chairman Walter McFarland and leadership executive coach Susan Goldsworthy offer a proven new model for not just facing inevitable change--but leveraging it as a tool for long-term success. The first step is personal: You must decide that you are going to change; only then can you lead change. From there, the authors present the tactics and strategies you need to compete today.

Organized into two thematic sections, *Choosing Change* takes you step-by-step through the authors' dynamic model for leading any company to success. Part I explains how to apply the newest research findings in psychology, neuroscience, and executive development to implement change in yourself. Part II focuses on organizational theory, management, and organizational learning, showing you how to integrate change into your organizational DNA. Each section makes the process easy to understand by breaking it down into the Five Ds:

Disruption: An experience or event that triggers a conscious choice to change

Desire: Committing to goals and deciding upon the change necessary to meet them

Discipline: Consistently taking steps that build the momentum required for sustainable change

Determination: Developing the resilience to focus and deliver even when faced with setbacks

Development: Establishing a system for continuous improvement, feedback, and ongoing learning

If you want to survive and flourish in today's business world, you must be prepared to adapt to changing marketplace circumstances. Sudden changes in markets, society, and the economy have ruined industry-leading companies overnight--because they weren't change-focused.

Don't be one of them. Lead yourself and your organization to the top--and stay there--by *Choosing Change*.

PRAISE FOR CHOOSING CHANGE:

"The most essential talent for successful leaders will be having the capacity for conscious evolution ? changing themselves and their organizations for the better. Susan and Walt introduce a fascinating multidisciplinary approach for developing this capacity. If you aspire to be part of the solution, this book can help, big time!" -- Richard Olivier, Artistic Director, Olivier Mythodrama, author of **Inspirational Leadership**

*"How do you respond to change and disruption? Ignore it? Resist it? React to it? Embrace it? Or create it? **Choosing Change** will help you find your choice point ? and when you see and use it you will quickly be able to escape the habits of the past and build for the future."* -- Daniel Denison, Professor of Management and Organization, IMD Business School, Chairman, Denison Consulting LLC , author of the **Denison Organizational Culture Survey** and the **Denison Leadership Development Surveys**

"The only way to succeed today is to change before you need to. Goldsworthy and McFarland draw from over 60 of today's most successful leaders to create an unprecedented road map on exactly how to change before it's too late." -- Marshall Goldsmith, author of the New York Times bestsellers **MOJO** and **What Got You Here Won't Get You There**, Thinkers50 Award Winner for Most-Influential Leadership Thinker in the World

*"An outstanding contribution to the literature on leadership and change. In fact, their focus on both is unique. I recommend **Choosing Change** highly."* -- Michael Watkins, international bestselling author of **The First 90 Days**, cofounder of Genesis Advisers, Professor IMD Business School

"Change. Or be changed. This amazing book takes a deep dive into helping leaders create new possibilities - for themselves and for their entire organizations." -- Patrick Sweeney, President of Caliper, coauthor of the New York Times bestseller **Succeed on Your Own Terms**

*"There were good books about personal change and good books about organizational change. **Choosing Change** is a great book linking the two domains and giving you the tools you need to succeed on both fronts."* -- Jean-Francois Manzoni, Shell Chaired Professor of Human Resources and Organisational Development and Professor of Management Practice, INSE AD, author of the award-winning **The Set-Up to Fail Syndrome**

"Goldsworthy and McFarland's five principles make it easy to integrate change into your organization's DNA. The foundational knowledge in this book is critical for those who hope to successfully lead their organizations into the future." -- **T+D Magazine**

"A must-read!" -- **People & Strategy**

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Martha Howell:

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William Farley:

Many people spending their time by playing outside with friends, fun activity with family or just watching TV 24 hours a day. You can have new activity to shell out your whole day by reading through a book. Ugh, think reading a book really can hard because you have to bring the book everywhere? It alright you can have the e-book, delivering everywhere you want in your Mobile phone. Like Choosing Change: How Leaders and Organizations Drive Results One Person at a Time which is keeping the e-book version. So , try out this book? Let's view.

Ronald Griffin:

Is it a person who having spare time then spend it whole day by simply watching television programs or just lying on the bed? Do you need something totally new? This Choosing Change: How Leaders and Organizations Drive Results One Person at a Time can be the answer, oh how comes? It's a book you know. You are consequently out of date, spending your extra time by reading in this brand-new era is common not a nerd activity. So what these publications have than the others?

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