

## Managing Change

### 1. **\*Cracking the Code of Change**

Michael Beer, Nitin Nohria  
Product No. R00301

#### **Learning Objective:**

To grasp two contrasting approaches to change and learn how to balance them to effect successful change.

### 2. **\*Why Change Programs Don't Produce Change**

Michael Beer, Russell A. Eisenstat, Bert A. Spector  
Product No. 90601

#### **Learning Objective:**

To see how unit managers' ad hoc arrangements to solve concrete problems can spur companywide change.

### 3. **Leading in Times of Change**

Kerry A. Bunker, Michael Wakefield  
Product No. U0605A

#### **Subjects Covered:**

Communication skills, Language, Management communication, Leadership, Strategic leadership, Agility, Change management, Confidence, Personal strategy & style, Employee morale, Morale.

### 4. **Change Through Persuasion**

David A. Garvin, Michael A. Roberto  
Product No. R0502F

#### **Learning Objective:**

To understand how to communicate the need for change to all members of an organization and ensure that all are committed to needed change efforts.

### 5. **Campaigning for Change**

Larry Hirschhorn  
Product No. R0207G

#### **Learning Objective:**

To appreciate the importance of overcoming resistance, building supportive coalitions, and creating new organizational structures while seeking to execute change.

### 6. **\*Leading Change: Why Transformation Efforts Fail**

John P. Kotter  
Product No. 4231

#### **Learning Objective:**

To understand the eight stages a large-scale organizational change initiative must progress through and the pitfalls to avoid at each stage.

### 7. **How to Get Aboard a Major Change Effort: An Interview with John Kotter**

John P. Kotter, Walter Kiechel

Product No. U9609B

**Subjects Covered:**

Leadership, Strategic leadership, Agility, Change management, Organizational development, Interviews, Organizational change.

8. **Your Company's Secret Change Agents**

Richard Tanner Pascale, Jerry Sternin

Product No. R0505D

**Learning Objective:**

To appreciate the importance of generating bottom-up enthusiasm for key change initiatives in an organization.

9. **Retaining Top Performers During Change**

Judith Ross

Product No. U0602A

**Subjects Covered:**

Behaviour, Organizational behaviour, Leadership, Strategic leadership, Agility, Change management, Human resources management, Personnel, Personnel management, Employee development, Job rotations, Employee loyalty, Employee retention, Employee turnover, Retention, Employee satisfaction, Job enrichment, Job satisfaction, Individual performers, Talent.