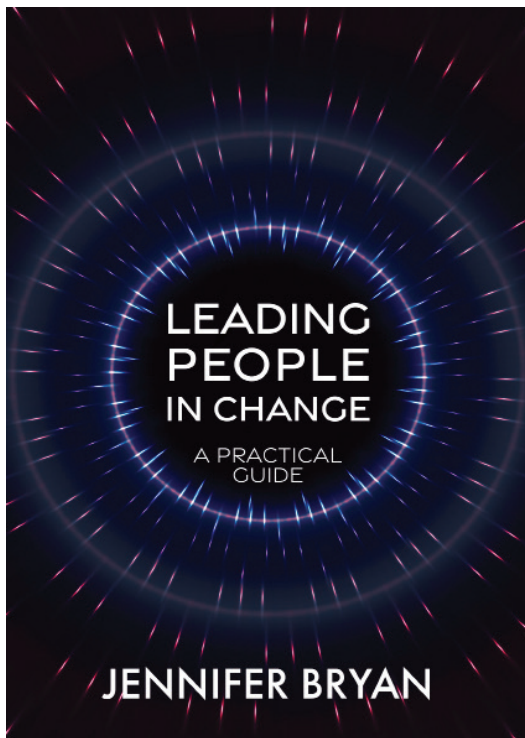


LEADING PEOPLE IN CHANGE

A PRACTICAL GUIDE

JENNIFER BRYAN

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Price: £12.99 (Paperback), £8.99 (Ebook)

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Rights Held: World

Genre: Business / Change Management /
Leadership / Organisational Theory

In a world defined by dramatic technological and economic shifts, business organizations large and small are finding themselves having to adapt and transform at an unprecedented pace. While these demands have led to numerous theories of change management – often with over-complicated methodologies and purely technology-focused approaches – the fact remains that change is primarily about people.

Aimed at the ordinary line manager just as much as the director of a large company, this book is a short, simple account of practical steps to lead people through change successfully, with quick and easy chapters and pertinent case studies. Drawing on the author's own tried-and-tested ABCChange Model, *Leading People in Change: A Practical Guide* will help you to find the change strategy that is right for your business.

"There are some good insights and clearly lots of experiences that she shares with the reader that could be really helpful in leading change." Steve Green, Director Business Programs, Microsoft

"In this book, Jen manages to successfully demystify the often ill-defined discipline of Change Management ... You'll learn enough from the included Case Studies alone to justify the cover price!" Sean Galloghly, Prosci Certified Change Management Advanced Instructor

Key Selling Points:

- Offers clear and practical approach to change management, with emphasis on people and well-being
- Topical reading for organizations dealing with Covid-19 disruption and the trend towards working from home
- Female voice in male-dominated discipline

Comparison Title:

Change Management: The People Side of Change, Jeffrey Hiatt and Timothy Creasy

Author:

Jennifer Bryan is a practising change consultant, who has worked with over thirty different organizations across multiple industries. She has created a unique leading change framework, the ABCChange Model, which has been peer-reviewed in journals and several other articles, as well as presented at multiple conferences and client leadership events.

