

Raving Fans By Ken Blanchard

Raving Fans By Ken Blanchard raving fans by ken blanchard is a groundbreaking business philosophy that emphasizes the importance of creating exceptional customer experiences to foster loyalty and advocacy. This concept, introduced by renowned leadership expert Ken Blanchard and co-author Sheldon Bowles, revolutionizes traditional customer service approaches by focusing on exceeding expectations and turning satisfied customers into passionate supporters—raving fans. In an increasingly competitive marketplace, understanding and implementing the principles of "Raving Fans" can be the key to achieving sustainable business growth and building a strong brand reputation. --- Understanding the Raving Fans Philosophy What Are Raving Fans? Raving fans are customers who are so delighted with a company's product or service that they become enthusiastic advocates. They don't just settle for being satisfied; they actively promote your brand through word-of-mouth, social media, and repeat business. These customers are invaluable assets because they help attract new clients and foster a positive reputation. The Core Idea Behind Raving Fans The central concept of "Raving Fans" is simple yet powerful: deliberately create extraordinary experiences that go beyond customer expectations. Instead of merely aiming for customer satisfaction, the goal is to cultivate loyalty by delivering more than what is expected, thereby transforming ordinary customers into passionate supporters. --- The Principles of Creating Raving Fans Ken Blanchard and Sheldon Bowles outlined several key principles that underpin the Raving Fans philosophy. These principles serve as a roadmap for organizations seeking to elevate their customer service and engagement strategies.

1. Decide What You Want to Be Famous For Before embarking on creating raving fans, organizations must define their "brand promise"—the core value or experience they want to be known for. This clarity helps align all team efforts toward delivering a consistent and memorable customer experience.
2. Discover What Your Customers Want Understanding customer expectations is crucial. Conduct surveys, gather feedback, and engage directly with your audience to uncover their needs, desires, and pain points. This information informs how to tailor your services to exceed expectations.
3. Deliver More Than Expected The key to turning customers into raving fans is consistently delivering more than what is promised. This could involve personalized service, extra benefits, or attentive support that surprises and delights customers.
4. Create a Customer Service Culture Building a culture that values exceptional service involves:
 - Training staff to prioritize customer satisfaction
 - Recognizing and rewarding exemplary service
 - Embedding customer-centric values

into organizational processes 5. Continuously Improve Stay committed to innovation and improvement. Regularly assess customer feedback and adapt your offerings to better meet and exceed expectations. --- Implementing the Raving Fans Model in Your Business Implementing the Raving Fans philosophy requires strategic planning and consistent execution. Here are some practical steps to get started: Step 1: Define Your Service Vision Create a clear and compelling vision statement that encapsulates what you want your customer experience to be. This vision should inspire your team and serve as a guiding principle. Step 2: Map Customer Expectations Identify what your customers expect at each touchpoint. Use tools like customer journey mapping to visualize interactions and pain points. Step 3: Empower Employees Employees are the frontline ambassadors of your brand. Provide them with the authority and resources to resolve issues promptly and creatively. 3 Step 4: Personalize Customer Interactions Use customer data to personalize experiences. Small gestures like remembering preferences or sending personalized thank-you notes can significantly impact customer perceptions. Step 5: Create Surprise and Delight Moments Implement strategies to surprise customers, such as offering unexpected upgrades, special discounts, or personalized gifts. Step 6: Gather and Act on Feedback Establish channels for ongoing customer feedback. Use this data to continuously refine your service delivery. --- The Benefits of Cultivating Raving Fans Implementing the Raving Fans approach offers numerous advantages for organizations: 1. Increased Customer Loyalty Raving fans are more likely to make repeat purchases and remain loyal over time. 2. Positive Word-of-Mouth Marketing Satisfied customers become brand ambassadors, attracting new clients organically. 3. Competitive Advantage Exceptional customer experiences differentiate your brand in crowded markets. 4. Higher Revenue and Profitability Loyal customers tend to spend more and cost less to retain than acquire new ones. 5. Enhanced Employee Engagement A culture focused on service excellence boosts employee morale and satisfaction. --- Case Studies: Raving Fans in Action Example 1: Zappos The online shoe retailer Zappos is renowned for its customer service. Their commitment to exceeding customer expectations—such as free shipping, 24/7 support, and personal 4 touches—has cultivated a community of raving fans who actively promote the brand. Example 2: Ritz-Carlton Ritz-Carlton hotels empower employees to go above and beyond for guests. Personalization and attention to detail turn guests into loyal customers and brand ambassadors, exemplifying the Raving Fans philosophy. Example 3: Amazon Amazon's focus on customer-centric policies, fast shipping, and responsive service has earned it a massive base of loyal customers who frequently advocate for the company. --- Overcoming Challenges in Building Raving Fans While the benefits are clear, creating raving fans is not without challenges. Common obstacles include: - Resource Limitations: Providing exceptional service requires investment in training and infrastructure. - Inconsistent Service Delivery: Ensuring every team member embodies the customer-centric

culture is vital. - Changing Customer Expectations: Staying attuned to evolving needs demands ongoing research and adaptation. - Employee Resistance: Cultivating a service-oriented mindset may require cultural change management. Strategies to address these challenges include leadership commitment, ongoing staff training, and fostering open communication channels. --- Conclusion: The Transformative Power of Raving Fans Adopting the principles outlined in "Raving Fans" by Ken Blanchard can transform your approach to customer service. By focusing on exceeding expectations and creating memorable experiences, your organization can cultivate a loyal community of passionate supporters. These raving fans not only contribute to sustained revenue growth but also serve as powerful advocates that elevate your brand above the competition. Remember, exceptional customer experiences are not a one-time effort but a continuous journey of improvement and genuine care. Embrace the Raving Fans philosophy today to unlock the full potential of your business. --- Keywords for SEO Optimization: - Raving Fans by Ken Blanchard - Customer Loyalty - Customer Experience Excellence - Creating Raving Fans - Building Customer Advocacy - Customer Service Strategies - Exceeding Customer Expectations - Brand Loyalty - Customer Satisfaction - Business Growth through Customer Loyalty

Question 5 What is the main concept behind 'Raving Fans' by Ken Blanchard? The main concept is that businesses should focus on creating exceptional customer service experiences that turn customers into enthusiastic 'raving fans' who are loyal and actively promote the brand. How does 'Raving Fans' suggest companies can exceed customer expectations? Blanchard emphasizes understanding customer needs deeply, customizing service, and consistently delivering beyond expectations to create memorable experiences that inspire customer loyalty. What are the key principles outlined in 'Raving Fans' for achieving customer satisfaction? Key principles include envisioning a clear customer service vision, listening to customer feedback, empowering employees, and continuously improving processes to delight customers. How can the 'Raving Fans' approach be applied in today's digital and service-driven economy? It can be applied by leveraging technology for personalized communication, engaging customers through social media, and ensuring seamless, responsive service that exceeds expectations in online and offline channels. What role do employees play in creating raving fans according to Ken Blanchard? Employees are central to creating raving fans; empowering and training staff to deliver exceptional service ensures a consistent and positive customer experience. Can 'Raving Fans' principles work for small businesses and startups? Absolutely, small businesses and startups can benefit greatly by focusing on personalized service, building strong relationships, and exceeding customer expectations to foster loyalty and growth. What are some common challenges organizations face when trying to implement the 'Raving Fans' philosophy? Challenges include aligning staff with the vision, maintaining consistent service quality, adapting to changing

customer needs, and ensuring organizational culture supports continuous improvement. *Raving Fans* by Ken Blanchard is a seminal book that has profoundly influenced the way organizations approach customer service and satisfaction. At its core, the book emphasizes that creating "raving fans" – customers so delighted with your product or service that they become enthusiastic advocates – is the key to sustained business success. Blanchard, renowned for his expertise in leadership and management, offers a compelling blueprint that challenges traditional notions of customer service, urging companies to go beyond mere satisfaction and focus on creating memorable experiences that inspire loyalty and enthusiasm.

--- Overview of "Raving Fans" "Raving Fans" was co-authored by Ken Blanchard and Sheldon Bowles and published in 1993. The book is structured as a business parable, making its lessons accessible and engaging. It narrates the story of a manager seeking to transform a lackluster customer service department into a powerhouse of customer delight. Through this narrative, Blanchard and Bowles distill key principles into practical steps that organizations of all sizes can implement. The core message is simple yet powerful: deliver more than your customers expect, and they will become passionate advocates for your brand. The authors argue that this approach is not just a nice-to-have but a strategic necessity in a competitive marketplace. The book emphasizes that creating raving fans is about aligning your entire organization around the goal of exceeding customer expectations consistently.

--- Core Concepts of "Raving Fans"

1. The Dream, The Desire, and The Delivery Blanchard introduces the idea that every customer has a dream about what they want from a product or service. The company's role is to understand this dream and then deliver on it in a way that exceeds expectations.
 - The Dream: What the customer truly desires; often more than what they explicitly request.
 - The Desire: The specific expectations the customer has.
 - The Delivery: How the company fulfills these desires and dreams.This framework encourages organizations to look beyond the transactional relationship and build a deeper understanding of customer needs.
2. The "Raving Fan" Philosophy The philosophy centers on creating customers who are so satisfied that they become loyal, repeat buyers who actively promote your business. This is achieved by:
 - Consistently exceeding expectations
 - Personalizing customer interactions
 - Creating memorable experiencesBlanchard and Bowles stress that the goal isn't just customer satisfaction but customer "delight," leading to raving fans.
3. The Three Rules for Creating Raving Fans The authors outline three fundamental rules:
 - Decide What You Want: Clarify your vision for creating fans.
 - Discover What the Customer Wants: Deeply understand your customers' needs and dreams.
 - Deliver What You Have Decided: Consistently provide experiences that fulfill those needs and dreams.These rules serve as a straightforward guide for aligning organizational efforts with customer expectations.

--- Implementation Strategies

1. Identify Customer Expectations Understanding what your customers want is crucial. Blanchard

recommends direct Raving Fans By Ken Blanchard 7 communication, surveys, and customer feedback channels to gain insights. The goal is to discover both spoken and unspoken desires. 2. Set Clear Service Standards Once expectations are identified, organizations need to establish standards that ensure consistent delivery. This might involve training staff, setting protocols, and creating a culture focused on service excellence. 3. Empower Employees Frontline staff should be empowered to make decisions that enhance the customer experience. Blanchard emphasizes that leadership must foster a supportive environment where employees feel capable and motivated to go above and beyond. 4. Personalize the Customer Experience Personalization is key to making customers feel valued. Small gestures, remembering preferences, and genuine communication help build strong relationships. 5. Continually Innovate and Improve Organizations should regularly review their service delivery, seek feedback, and innovate to meet evolving customer expectations. --- Pros and Features of "Raving Fans" Pros: - Accessible and Engaging Format: The use of a business parable makes the principles easy to understand and apply. - Clear, Actionable Steps: The book provides straightforward strategies that organizations can implement immediately. - Customer- Centric Focus: Emphasizes building genuine relationships and exceeding expectations. - Universal Application: The principles are adaptable across industries, from retail to healthcare. - Encourages Cultural Change: Promotes shifting organizational culture toward service excellence. Features: - Practical examples and stories that illustrate key concepts. - Emphasis on employee empowerment and leadership. - Tools for setting service standards and measuring customer satisfaction. - A focus on long-term relationship building rather than short-term fixes. --- Criticisms and Limitations While "Raving Fans" offers valuable insights, it is not without its criticisms: - Simplification of Complex Issues: Some critics argue that the book oversimplifies the challenges of organizational change. - Lack of Specific Metrics: The book does not delve deeply into how to measure the effectiveness of customer service initiatives. - Potential for Overpromising: Raving Fans By Ken Blanchard 8 The promise of creating raving fans may seem idealistic in highly competitive or resource- constrained environments. - Implementation Challenges: Small businesses or organizations with limited resources might find it difficult to fully implement all strategies. --- Impact and Legacy "Raving Fans" has left a lasting mark on customer service philosophy and management practices. Its emphasis on exceeding expectations and creating memorable experiences has influenced countless organizations to rethink their approach to customer relations. The book's principles have been incorporated into training programs, leadership development, and customer experience strategies worldwide. Many organizations credit the book with helping them shift from a reactive service model to a proactive, customer- focused culture. Its simple yet profound message continues to resonate in an era where customer loyalty is more elusive and competitive differentiation is critical. --- Practical Takeaways for Businesses - Focus

on understanding your customers' dreams, not just their explicit needs. - Always aim to exceed expectations, not just meet them. - Empower employees to make decisions that enhance customer satisfaction. - Personalize interactions to foster deeper relationships. - Regularly solicit and act on customer feedback. - Foster a culture of continuous improvement centered on service quality. --- Conclusion: Is "Raving Fans" Worth Reading? "Raving Fans" by Ken Blanchard remains a highly recommended read for entrepreneurs, managers, and service providers who aspire to build a loyal customer base through exceptional service. Its simple yet powerful principles serve as a reminder that creating passionate fans is not a one-time effort but an ongoing organizational commitment. While it may not address every complex challenge faced by modern businesses, its foundational ideas about customer delight and organizational alignment are timeless. Organizations that embrace the philosophy of "delivering more than expected" and genuinely caring about their customers' experiences can transform their operations and forge lasting relationships. In an increasingly competitive world, the principles outlined in "Raving Fans" provide a valuable roadmap for turning satisfied customers into enthusiastic advocates – the true raving fans of any successful enterprise. customer loyalty, employee engagement, service excellence, leadership, motivation, customer satisfaction, team building, organizational culture, communication skills, workplace motivation

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from the one minute manager to raving fans ken blanchard s books have helped millions of people unleash their power and the potential of everyone around them the ken blanchard companies has helped thousands of organizations become more people oriented customer centered and performance driven now in leading at a higher level updated edition blanchard and his colleagues bring together everything they ve learned about world class leadership you ll discover how to create targets and visions based on the triple bottom line and make sure people know who you are where you re going and the values that will guide your journey from start to finish this book extends blanchard s breakthrough work on delivering legendary customer service creating raving fans and building partnerships for performance that empower everyone who works for and with you updated throughout this new edition contains two powerful important new chapters one on coaching to create higher level leaders and another on creating a higher level culture throughout your organization it also offers the definitive most up to date techniques for leading yourself individuals teams and entire organizations most importantly it will help you dig deep within discover the personal leadership point of view all great leaders possess and apply it throughout your entire life

ken blanchard a highly respected figure in the fields of leadership and business invites you into the world of influence through his extensive career insights in this inspirational leadership book in the heart of a leader you ll learn about uncover the significance of making value based decisions learn how to pursue excellence in every aspect of your life explore the vital role of integrity in leadership and personal growth embrace change as a source of growth and development empower those around you to achieve their full potential get ready to go on a journey toward effective leadership and personal growth bound to become a timeless classic on christian inspirational leadership this book offers teachings on values excellence integrity change and empowerment that will equip you with the essential tools to not only lead effectively but also inspire those around you

leading at a higher level translates decades of research and 25 years of global experience into simple practical and powerful strategies to equip leaders at every level to build organizations that produce bottom line results at nissan we have made

these principles a core part of our leadership philosophy better equipping our managers to bring out the great energies and talents of our employees jim irvine vice president of human resources nissan north america at southwest airlines we have always strived to lead at a higher level we truly believe that profit is the applause you get for taking care of your internal and external customers we have always insisted upon a happy carefree team spirited yes even fun working environment which we think results in motivated employees who will do the right thing for their internal and external customers reading this book will make a positive difference in your organization colleen c barrett president southwest airlines if you want to have a great company you don't have a choice but to lead at a higher level when you do that you excite your people they take care of your customers and your cash register goes ca ching horst schulze president and ceo the west paces hotel group llc founding and former president coo the ritz carlton hotel company llc leading at a higher level is a must today if leaders are to rebuild trust and credibility as we are doing at tyco this book will teach you how eric pillmore senior vice president of corporate governance tyco international the definitive blanchard on leadership 25 years of breakthrough leadership insights in one extraordinary book from the one minute manager r to raving fans ken blanchard's books have helped millions of people unleash their power and the potential of everyone around them the ken blanchard companies has helped thousands of organizations become more people oriented customer centered and performance driven in leading at a higher level blanchard and his colleagues have brought together all they've learned about world class leadership you'll discover how to create targets and visions based on the triple bottom line and make sure people know who you are where you're going and the values that will guide your journey blanchard extends his breakthrough work on delivering legendary customer service and creating raving fans you'll find the definitive discussion of the renowned situational leadership r ii techniques for leading yourself individuals teams and entire organizations most importantly leading at a higher level will help you dig deep within discover the personal leadership point of view all great leaders possess and apply it throughout your entire life for everyone who wants to become a better leader in any company any organization any area of life set the right targets follow the right vision focus on the bottom lines that really matter serve your customers at a higher level deliver your ideal customer experience and create raving fans beyond ego the way of the servant leader listen praise support guide and help your people win lead at a higher level lead your people to greatness as you create high performing organizations that make life better for everyone this book will guide you inspire you provoke you and be your touchstone ken blanchard coauthor of the one minute manager r and his colleagues have spent more than 25 years helping good leaders and organizations become great and stay great now for the first time they've brought together everything they've learned about outstanding leadership discover how to go beyond the short term and zero in on the right target and vision deliver

legendary maniacal customer service and earn raving fans truly empower your people and unleash their incredible potential ground your leadership in humility and focus on the greater good for a long time leaders have relied on ken blanchard s insight wisdom and practical techniques now he and his colleagues have delivered the leadership classic for a new generation leading at a higher level leadingatahigherlevel.com contents introduction leading at a higher level by ken blanchard xvii section i set your sights on the right target and vision chapter 1 is your organization high performing 3 chapter 2 the power of vision 21 section ii treat your customers right chapter 3 serving customers at a higher level 39 section iii treat your people right chapter 4 empowerment is the key 67 chapter 5 situational leadership r ii the integrating concept 87 chapter 6 self leadership the power behind empowerment 103 chapter 7 partnering for performance 117 chapter 8 essential skills for partnering for performance the one minute manager r 145 chapter 9 situational team leadership 167 chapter 10 organizational leadership 195 chapter 11 strategies for managing a change 219 section iv have the right kind of leadership chapter 12 servant leadership 249 chapter 13 determining your leadership point of view 277 endnotes 297 organizational change readiness assessment 309 acknowledgments and praises 313 about the authors 317 services available 333 index 335

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the definitive Blanchard on leadership 25 years of breakthrough leadership insights in one extraordinary book from the one minute manager to raving fans Ken Blanchard's books have helped millions of people unleash their power and the potential of everyone around them the Ken Blanchard Companies has helped thousands of organizations become more people oriented customer centered and performance driven in leading at a higher level Blanchard and his colleagues have brought together all they've learned about world class leadership you'll discover how to create targets and visions based on the triple bottom line and make sure people know who you are where you're going and the values that will guide your journey Blanchard extends his breakthrough work on delivering legendary customer service and creating raving fans you'll find the definitive discussion of the renowned situational leadership II techniques for leading yourself individuals teams and entire organizations most importantly leading at a higher level will help you dig deep within discover the personal leadership point of view all great leaders possess and apply it throughout your entire life for everyone who wants to become a better leader in any company any organization any area of life set the right targets follow the right vision focus on the bottom lines that really matter serve your customers at a higher level deliver your ideal customer experience and create raving fans beyond ego the way of the servant leader listen praise support guide and help your people win lead at a higher level lead your people to greatness as you create high performing organizations that make life better for everyone this book will guide you inspire you provoke you and be your touchstone Ken Blanchard coauthor of the one minute manager and his colleagues have spent more than 25 years helping good leaders and organizations become great and stay great now for the first time they've brought together everything they've learned about outstanding leadership discover how to go beyond the short term and zero in on the right target and vision deliver legendary maniacal customer service and earn raving fans truly empower your people and unleash their incredible potential ground your leadership in humility and focus on the greater good for a long time leaders have relied on Ken Blanchard's insight wisdom

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one of the most popular and bestselling works ever on management

this candid business biography reveals how bestselling author speaker and business consultant ken blanchard revolutionized management by leading with love and service ken blanchard transformed modern leadership theory through unlikely means by catching people doing things right written like a novel with warmth and humor this authorized biography reveals how a mediocre student who was told he couldn't write became a bestselling author and a globally renowned management expert through extensive access to personal papers letters and interviews spanning six decades martha lawrence paints an intimate portrait of the man behind the one minute manager and dozens of other influential books from his early days coaching cub scouts to building a worldwide training organization blanchard demonstrated that nice guys can finish first by focusing on serving rather than being served during pivotal moments his sister's tragic death losing his home to wildfire economic downturns threatening his company blanchard's optimistic leadership philosophy was tested yet his unwavering commitment to bringing out the best in others while leading with love created a lasting legacy that continues to influence organizations globally more than just a business biography this book shows an american success story of someone who achieved greatness not through ruthless ambition but by genuinely caring about people and helping them reach their full potential blanchard's story offers an inspiring road map for anyone seeking to lead with both results and relationships in mind

best selling author of the one minute manager ken blanchard along with phil hodes offers guidance for how to become a successful modern day servant leader modeled after jesus christ based on years of leadership study and proven leadership styles blanchard gives established and up and coming business leaders solid examples tools and methods for life changing results in their leadership of others servant

leader summarizes the four dimensions of leadership leadership assumptions and methods application and leadership behavior using the heart to overcome selfish motives and barriers the habits of leaders readers looking to expand their effective leadership skills to experience the transforming power of blanchard s unconventional teachings and to grow as leaders and as business executives will benefit greatly from servant leader

this book is about how your customers and future customers perceive you and your business using four basic steps the exterior of your business as they approach your premises what do they see the interior what is their first impression as they enter your business the staff what is their first contact and how do they handle the customer s needs the marketing how does your marketing portray your actual business now how does this work one way is to act like you are a first time customer or have a friend your staff doesn t know act like a customer and through business analysis you will see how your business is perceived in the customer s eyes do this often to keep you on the cutting edge of your industry remember winners never quit and quitters never win

the authors of great leaders grow use a fable to lay out what is the secret to great leadership in this internationally bestselling guide it s a question that everyone in a position of authority whether in a multinational corporation or a local volunteer group wonders sooner or later here ken blanchard whose books on leadership have sold over twenty million copies and mark miller who worked his way up from line worker to vice president of chick fil a one of the largest fast food restaurant chains in the country uncover the secret that great leaders already know and detail what you need to do to truly inspire and motivate others the authors get at the heart of what makes a leader successful using a classic business fable newly promoted but struggling young executive debbie brewster asks her mentor what is the secret of great leaders his reply great leaders serve flummoxes her but over time he reveals the five fundamental ways that leaders succeed through service along the way debbie learns why great leaders seem preoccupied with the future how people on the team ultimately determine your success or failure what three arenas require continuous improvement why true success in leadership has two essential components how to knowingly strengthen or unwittingly destroy leadership credibility this new edition includes a leadership self assessment so readers can measure to what extent they lead by serving and where they can improve the authors have also added answers to the most frequently asked questions about how to apply the serve model in the real world as practical as it is uplifting the secret shares blanchard and miller s wisdom about leadership in a form that anyone can easily understand and implement you don t have to be older to be a great leader the secret shows how to lay the foundation for powerful servant leadership early in your

career to maximize your impact claire diaz ortiz head of corporate innovation and philanthropy at twitter inc and author of twitter for good and hope runs when you learn the secret don't keep it to yourself share it and use it with your people it will make a difference in their lives and their performance donald g soderquist former vice chairman wal mart and founder of the soderquist center for leadership and ethics john brown university if you know the secret both relationships and results will prosper it's a perfect move in your life from success to significance bob buford author of halftime

everyone knows that collaboration creates high performing teams and organizations yet it often doesn't happen because people and groups typically believe that the problem is always outside the other team member the other department the other company this book teaches people at all levels from entry level associates to top executives that it's up to them to help promote and preserve a winning culture of collaboration the authors show that busting silos and bringing people together is an inside out process that involves your heart your character and intentions your head your beliefs and attitudes and your hands your actions and behaviors working with this three part approach this resource helps readers develop a collaborative culture by utilizing differences nurturing safety and trust instituting a clear purpose values and goals talking openly and empowering themselves and others

who killed change solving the mystery of leading people through change every day organizations around the world launch change initiatives often big expensive ones designed to improve the status quo yet 50 to 70 percent of these change efforts fail a few perish suddenly but many die painful protracted deaths that drain the organization's resources energy and morale who or what is killing change that's what you'll find out in this witty whodunit the story features a columbo style detective agent mike mcnelly who's investigating the murder of yet another change one by one agent mcnelly interviews thirteen prime suspects including a myopic leader named victoria vision a chronically tardy manager named ernest urgency an executive named clair communication whose laryngitis makes communication all but impossible and several other dubious characters the suspects are sure to sound familiar and you're bound to relate them to your own workplace in the end agent mcnelly solves the case in a way that will inspire you to become an effective change agent in your own organization a step by step guide at the back of the book shows you how to apply the story's lessons to the real world key questions help you evaluate the health of your organization's change initiatives and you'll learn best practices for enabling and sustaining the desired change

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