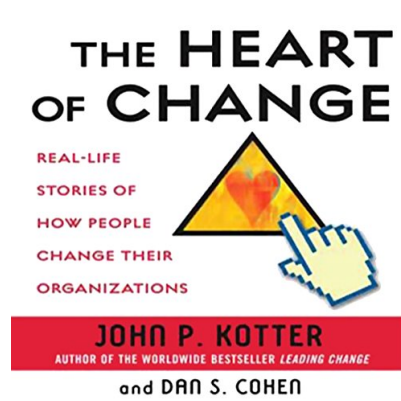


# Ebook The Heart of Change: Real-Life Stories of How People Change Their Organizations PDF



Ebook The Heart of Change: Real-Life Stories of How People Change Their Organizations by *By John P. Kotter, Dan S. Cohen*

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### **Ebook The Heart of Change: Real-Life Stories of How People Change Their Organizations by by John P. Kotter, Dan S. Cohen**

John Kotter's international bestseller *Leading Change* struck a powerful chord with legions of managers everywhere. It acknowledged the cynicism, pain, and fear they faced in implementing large-scale change—but also armed them with an eight-step plan of action for leaping boldly forward in a turbulent world. Now, Kotter and coauthor Dan S. Cohen delve deeper into the subject of change to get to the heart of how change actually happens. Through compelling, real-life stories from people in the trenches, in all kinds of organizations, the authors tackle the fundamental problem that underlies every major transformation: How do you go beyond simply getting your message across to truly changing people's behavior? Based on interviews within over 100 organizations in the midst of large-scale change, *The Heart of Change* delivers the simple yet provocative answer to this question, forever altering the way organizations and individuals approach change. While most companies believe change happens by making people think differently, Kotter and Cohen say the key lies in making them feel differently. They introduce a new dynamic—"see-feel-change"—that fuels action by showing people potent reasons for change that spark their emotions. For individuals in every walk of life and companies in every stage of change, this audiobook captures the heart—and the how—of successful change.

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