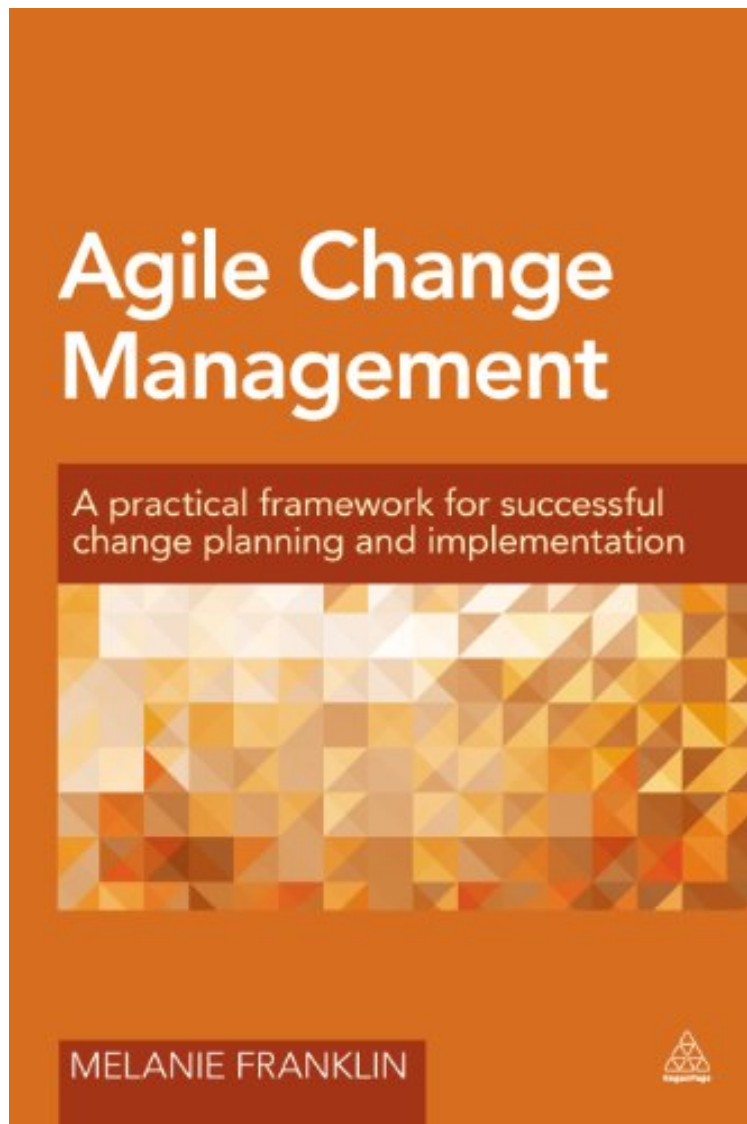


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Agile Change Management: A Practical Framework for Successful Change Planning and Implementation

Melanie Franklin

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Melanie Franklin : Agile Change Management: A Practical Framework for Successful Change Planning and Implementation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Agile Change Management: A Practical Framework for Successful Change Planning and Implementation:

0 of 0 people found the following review helpful. Insightful and of immediate use. Describes well the challenges ...By Susan Heller Insightful and of immediate use. Describes well the challenges businesses face and how an Agile

approach to change can help them in these times of tumultuous flux. 1 of 2 people found the following review helpful.

Change management is impossible without change agents who have an agile mindset. By Robert Morris. The last time I checked, offers 13,473 books on one or more aspects of business change management. Why another? I think there are three primary reasons. First, change has always been the only constant in the business world and each year, it seems to occur faster and with greater impact than before. There will always be a need for field-tested information, insights, and counsel from new sources to help manage it rather than be managed by it. Also, changes in one's competitive environment usually require changes within one's organization. Hence the importance of developing a rapid-response mindset, one that can accommodate both potential threats and possible opportunities in a timely manner. My third reason is illustrated by an incident that occurred years ago when one of Albert Einstein's faculty colleagues at Princeton point out that he asked the same questions each year on his final examinations. "Quite true. Each year, the answers are different." Business leaders need to be aware of "new answers" as well as of the right questions that have been asked for centuries. These are among the dozens of business subjects and issues of special interest and value to me, also listed to indicate the scope of Franklin's coverage.

- o Five guiding principles of agile change management (Pages 11-17)
- o What are the benefits of a roadmap? (26-30)
- o Part 2: Applying the roadmap to what you change (50-54)
- o Active Listening (67-73)
- o What is business need? (79-84)
- o Bringing the elements of business need together (85-93)
- o Generating information about the change (114-122)
- o Defining the impact of the change (132-144)
- o Personal awareness (147-162)
- o Personal leadership (163-173)
- o Steps in building relationships (184-194)
- o Setting the scene for change initiatives to thrive (196-201)
- o Building a sustaining environment (217-220)

Melanie Franklin has no head-snapping revelations to share, nor does she make any such claim. What she offers is what the subtitle of her book suggests: "A practical framework for successful change planning and implementation." I think this book will be of most immediate value to those now preparing for a career in business or have only recently embarked on one. Also, for middle managers with supervisory responsibilities who need to fill knowledge gaps and sharpen basic skills. However, I became convinced years ago that agile change management requires those involved to have an agile mindset. More specifically, change agents who embrace challenges, are not risk-averse, nor hostage to what Jim O'Toole characterizes as "the ideology of comfort and the tyranny of custom," and who welcome opportunities for others as well as for themselves to achieve personal growth and professional development.

The concept of agile working has been adopted by many organizations that recognize the need to respond quickly and easily to new opportunities and be fit for purpose in a world of complex and continuous change. Combining cutting edge techniques, Agile Change Management offers pioneering tools to ensure your change initiative is embedded, adopted and delivers benefits throughout the organization. Including examples and best practice advice, it enables you to create your own roadmap consisting of all the processes, activities and information needed to manage any type of change initiative. By focusing on completing iterative tasks, the roadmap allows you to respond to different needs as they arise, therefore cutting time spent on planning for unnecessary resources. Also including important advice for creating the right environment for change, Agile Change Management is a comprehensive resource for anyone who wants to build the capabilities of an effective change manager.

"Changes in one's competitive environment usually require changes within one's organization. Hence the importance of developing a rapid-response mindset, one that can accommodate both potential threats and possible opportunities in a timely manner. This book will be of most immediate value to those now preparing for a career in business or have only recently embarked on one. Also, for middle managers with supervisory responsibilities who need to fill knowledge gaps and sharpen basic skills."