Most organizational change initiatives fail spectacularly (at worst) or deliver lukewarm results (at best). In his international bestseller Leading Change, John Kotter revealed why change is so hard, and provided an actionable, eight-step process for implementing successful transformations. The book became the change bible for managers worldwide.

Now, in Urgency, Kotter shines the spotlight on the crucial first step in his framework: creating a sense of urgency by getting people to actually see and feel the need for change.
Why focus on urgency? Without it, any change effort is doomed. Kotter reveals the insidious nature of complacency in all its forms and guises.

In this exciting new book, Kotter explains:

How to go beyond the business case for change to overcome the fear and anger that can suppress urgency Ways to ensure that your actions and behaviors -- not just your words -- communicate the need for change How to keep fanning the flames of urgency even after your transformation effort has scored some early successes

Written in Kotter's signature no-nonsense style, this concise and authoritative guide helps you set the stage for leading a successful transformation in your company.

Features:
* ISBN13: 9781422179710
* Condition: NEW
* Notes: Brand New from Publisher. No Remainder Mark.

Personal Review: A Sense of Urgency by John P. Kotter
What is the single biggest mistake that organisations make when trying to undergo a change process? According to John P Kotter in this book, the biggest mistake is the failure to create a high enough sense of urgency among enough people to create sufficient momentum to bring about the change. The biggest enemies to creating a sense of urgency are complacency and false urgency, which happens when people act frenetically without being productive.

True urgency involves creating "action that is exceptionally alert, externally oriented, relentlessly aimed at winning, making some progress each and every day, and constantly purging low value-added activities." To achieve true urgency, it is necessary to appeal to the hearts of people and not just to their minds. This can be done by bringing in emotionally compelling external data and influences, behaving with urgency by way of example, finding opportunities in crisis, and removing or neutralising opponents of change.

The book is quite short, but like Kotter's earlier book "Leading Change" it addresses an exceptionally important aspect of organisational management in a concise and helpful way. Nearly all organisations suffer to some extent from the complacency bug, and this book provides excellent advice for overcoming it. I highly recommend the book for anyone - whether in a formal leadership position or not - who wants to be an agent of positive change within an organisation.