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Cohen, this focus on  
connecting with people's  
emotions is what will spark  
the behavior change and  
actions that lead to  
success.

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change dynamic, and it is  
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any true organizational  
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challenges inherent in  
leading change.

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Now, Kotter and co-author  
Dan S. Cohen delve deeper  
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to get to the heart of how  
change actually happens.  
Through compelling, real-  
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authors attack the  
fundamental problem that  
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transformation: How do you

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your message across to truly  
changing people's behavior?

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Refreshingly clear and  
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The Heart of Change is the  
follow-up to John Kotter's  
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outlines a framework for  
implementing change that  
sidesteps many of the  
pitfalls common to  
organizations looking to  
turn themselves around. The

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essence of Kotter's message is this: the reason so many change initiatives fail is that they rely too much on "data gathering, analysis, report writing, and presentations" instead of a more creative approach aimed at grabbing the "feelings that ...

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The Heart of Change. And the last, implementing and sustaining change. From experience I have learned that successful organisational change occurs when there is commitment, a sense of urgency or



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momentum, stakeholder engagement, openness, clear vision, good and appropriate communication, strong leadership, and a well executed plan.

Amazon.com: The Heart of Change: Real-Life Stories of How ...

The problem is, The Heart of Change really contains only two types of stories. One type, the glove story, shows how "shock therapy" can get people to recognize a problem.

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Life Stories of How People  
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People change what they do  
less because they are given  
analysis that shifts their  
thinking than because they  
are shown a truth that  
influences their feelings.

This is especially so in  
large-scale organizational  
change, where you are  
dealing with new  
technologies,...

The Heart of Change Quotes  
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The heart of change: Real-  
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change their organizations.

Boston, Mass.: Harvard  
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Cohen

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Showing 1-2 of 2 "Never  
underestimate the power of  
the mind to disempower." ?  
John P. Kotter, The Heart of  
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outlines a framework for implementing change that sidesteps many of the pitfalls common to organizations looking to turn themselves around.

Amazon.com: Customer reviews: The Heart of Change: Real ...

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The Heart of Change is your guide to helping people think and feel differently in order to meet your shared goals. According to bestselling author and renowned leadership expert John Kotter and coauthor Dan Cohen, this focus on connecting with people's emotions is what will spark the behavior change and actions that lead to success.

Book Review — The Heart of Change by John Kotter and Dan ...

The Heart of Change by John Kotter & Dan Cohen tells

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true stories of  
transformations organized

around Dr. John Kotter's  
8-Steps for Leading Change.  
Work With Us Who We Are

The Heart of Change: Real-  
Life Stories of How People

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The Heart of Change is your  
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