

When Change Hits the Floor: The Guide to Surviving Any Workplace Transformation



WHEN CHANGE HITS THE FLOOR by Timothy Flinn Smith

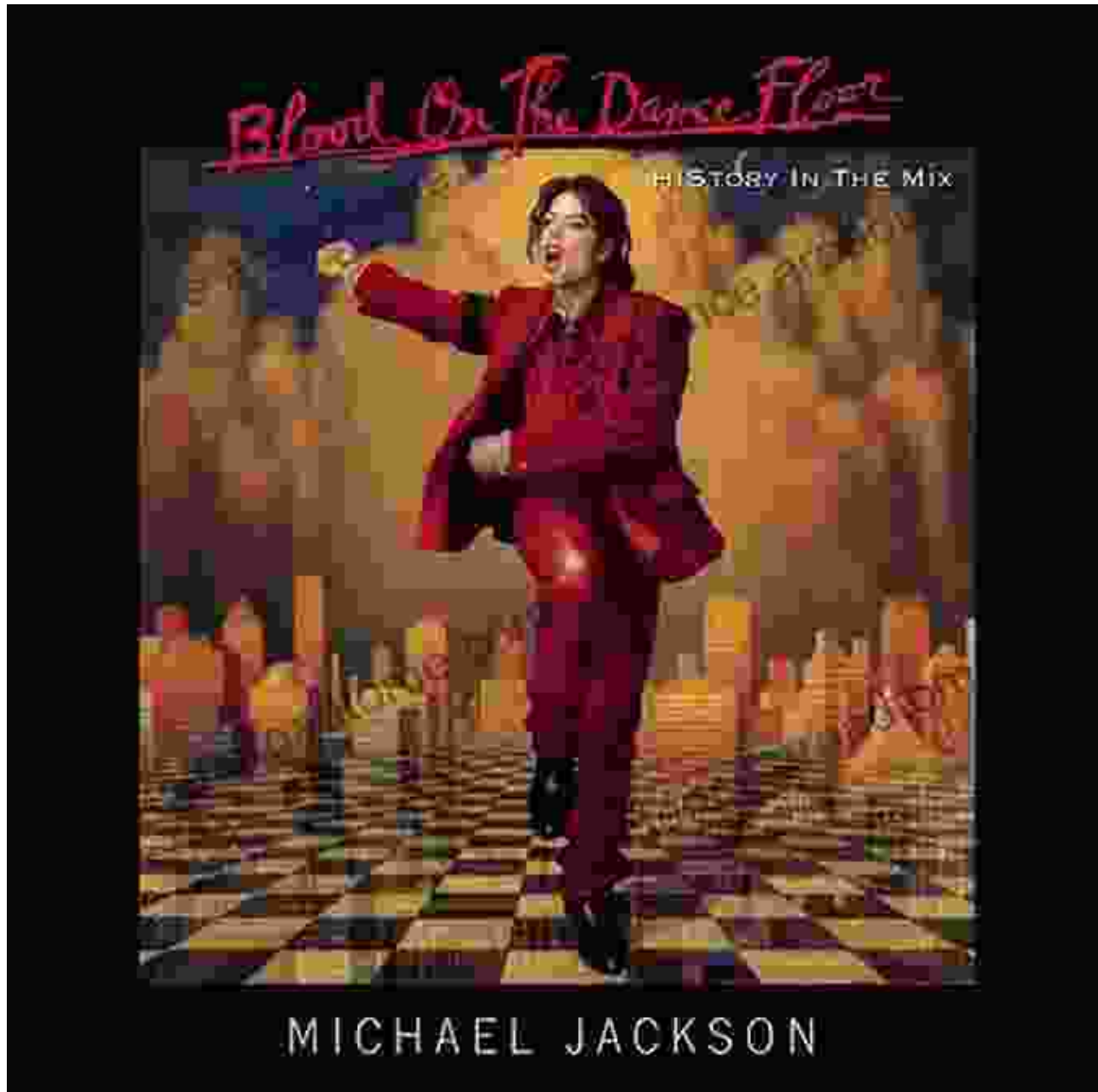
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By John P. Kotter

Change is inevitable in today's business world. Whether it's a new technology, a new product, or a new organizational structure, change is always happening. And while change can be challenging, it can also be an opportunity for growth and improvement.

In his book, *When Change Hits the Floor*, John P. Kotter provides a practical guide to surviving any workplace transformation. Kotter, a world-renowned expert on change management, offers a step-by-step framework for leading and managing change successfully.

Kotter's framework is based on eight key principles:

1. Create a sense of urgency.
2. Form a powerful guiding coalition.
3. Create a vision for change.
4. Communicate the vision.
5. Empower employees to act.
6. Generate short-term wins.
7. Consolidate gains and produce more change.
8. Anchor new approaches in the culture.

Kotter's framework is a proven approach for leading change successfully. *When Change Hits the Floor* is an essential resource for any leader or employee who wants to navigate change successfully.

What's Inside the Book?

When Change Hits the Floor is divided into three parts:

1. **Part 1: Understanding Change**
2. **Part 2: Leading Change**
3. **Part 3: Surviving Change**

In Part 1, Kotter provides an overview of the change process and discusses the challenges that leaders and employees face when change occurs. In Part 2, Kotter offers a step-by-step framework for leading change successfully. In Part 3, Kotter provides advice for employees on how to survive change and thrive in a changing workplace.

When Change Hits the Floor is a comprehensive guide to change management. Kotter provides practical advice and real-world examples that will help you navigate change successfully.

Who Should Read This Book?

When Change Hits the Floor is essential reading for anyone who is involved in change management, including:

- Leaders
- Managers
- Employees
- Change agents
- Consultants

If you are facing change in your workplace, When Change Hits the Floor will provide you with the tools and strategies you need to navigate change successfully.

Free Download Your Copy Today!

When Change Hits the Floor is available now in hardcover, paperback, and ebook. Free Download your copy today and start navigating change

successfully!

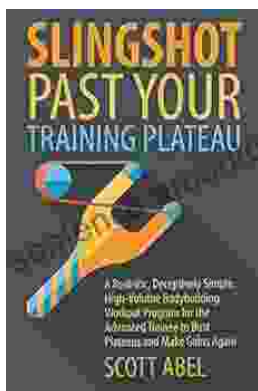
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