



# **Beyond Change Management: How to Achieve Breakthrough Results Through Conscious Change Leadership, Second Edition**

By *Dean Anderson, Linda Ackerman Anderson*

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**Beyond Change Management: How to Achieve Breakthrough Results Through Conscious Change Leadership, Second Edition** By Dean Anderson, Linda Ackerman Anderson

"With this extensively upgraded second edition, Dean Anderson and Linda Ackerman Anderson solidify their status as the leading authorities on change leadership and organizational transformation. This is without question the most comprehensive approach for leaders who are serious about making change a strategic discipline."

—**Jim Kouzes**, Author, *The Leadership Challenge* and *The Truth About Leadership*

A comprehensive look at what it really takes to lead transformation successfully, written by two of the "masters of the craft." The author's best-selling first edition has been significantly updated to deliver critical insights about how leaders can achieve breakthrough results from transformational change, even in these challenging times. The book introduces conscious change leadership and provides insights about the critical human and change process dynamics that leaders must be aware of in order to succeed, and reveals why most leaders do not see these dynamics. Most importantly, it highlights the shift in worldview leaders must make to deliver greater success.

The book outlines the author's highly successful "multi-dimensional, process approach" to transformation, addressing change at the organizational, team, relational, and personal levels. It thoroughly addresses leadership mindset and behavioral modeling, culture change, and large systems implementations, providing best practices developed over three decades of successful consulting to Fortune 500 executives. Written for executives and managers, OD consultants, change managers, project managers, and change consultants, this must read book provides the foundation for successful change leadership and consulting.

- Based on thirty years of action research with Fortune 500 companies, government agencies, the military, and large non-profit global organizations
- Provides worksheets, tools, case examples, and assessments that you can

- immediately apply to all types of change efforts
- Contrasts two vastly different leadership approaches to change, and reveals why only one works
- Provides solutions for turning employee resistance into commitment
- Outlines the common mistakes in change and how you can avoid them
- Reveals the differences between transformation and other types of change so you can build strategies that really get results

*Beyond Change Management* advances the field of change leadership, and takes the concept of managing change in organizations to a whole new level. It is a must read for anyone wanting to stay abreast of advancements in the field.

Together with its companion volume, *The Change Leader's Roadmap: How to Navigate Your Organization's Transformation*, these books can be used as texts in corporate or graduate school training programs and courses.

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## Editorial Review

From the Back Cover

### Praise for the Second Edition of *Beyond Change Management*

"With this extensively upgraded second edition, Dean Anderson and Linda Ackerman Anderson solidify their status as the leading authorities on change leadership and organizational transformation. This is without question the most comprehensive approach for leaders who are serious about making change a strategic discipline. *Beyond Change Management* is an intelligent book by two of the most knowledgeable and accomplished masters of their craft, and it's one that every conscious change leader should adopt as their guide to creating more meaningful organizations."

—**Jim Kouzes**, coauthor, the bestselling *The Leadership Challenge* and *The Truth About Leadership*

"Read this great book by Dean Anderson and Linda Ackerman Anderson and learn how to use their multidimensional approach to lead transformation masterfully and consciously!"

—**Marshall Goldsmith**, world-renowned executive coach; author of the *New York Times* bestsellers, *MOJO* and *What Got You Here Won't Get You There*

"An important move toward a more integral business consulting approach, very much recommended for those interested in the topic and ways to actually apply it."

—**Ken Wilber**, author, *The Integral Vision* and *A Brief History of Everything*

"Dean and Linda are core to the field of conscious change leadership and continue to stretch and push its boundaries in this rich and deep compendium. This is a must read from two consummate thought leaders who have devoted their careers to developing highly successful change leaders. Read it and immediately improve your change leadership or consulting success."

—**Beverly Kaye**, CEO, Career Systems International; author, *Love 'em or Lose 'em: Getting Good People to Stay*

"This book is about mastery of leading the transformational change process written by masters of the craft. For corporate leaders and consultants who consider themselves committed students of the process of organizational change."

—**Daryl Conner**, chairman, Conner Partners; author, *Managing at the Speed of Change* and *Leading at the Edge of Chaos*

"*Beyond Change Management* is a timely how-to guide for leading change in the twenty-first century. It provides both a conceptual roadmap and practical tools and techniques for successfully transforming organizations."

—**Noel Tichy**, professor, University of Michigan; coauthor, *JUDGMENT: How Winning Leaders Make Great Calls*

"Powerful business solutions to the current chaos facing many organizations today. Dean Anderson and Linda Ackerman Anderson get to the heart of change, the human touch, by using timeless techniques and tools."

—**Ken Blanchard**, coauthor, *The One Minute Manager* and *Leading at a Higher Level*

## About the Author

**DEAN ANDERSON** is co-founder and president of Being First, a change leadership development and transformational change consulting firm. He is a powerful speaker, writer, coach, consultant and master trainer. Anderson's client list includes Fortune 1000 companies such as Microsoft Corporation, PeaceHealth, Servus Credit Union, Canadian Park Service, Detroit Edison, DTE Energy, Exxon, Cincinnati Gas and Electric, City of Calgary, The Clorox Company, Holiday Inns, United Way of America, Home Savings of America, Levis Strauss, People's Gas, and RR Donnelley and Sons. He co-authored with Linda Ackerman Anderson of *Beyond Change Management* and *Change Leader's Roadmap*. He has published over 50 articles and has been featured in *Business Week*, and regularly publishes in *Warren Bennis's Leadership Excellence* periodical.

**LINDA ACKERMAN ANDERSON** is a co-founder and vice-president of Being First. She specializes in planning for and facilitating transformational change in Fortune 1000 businesses and the military. Linda has spoken about her work on conscious transformation at national and international conferences, and is known as a thought leader and inspiring model of her message. During the past 25 years, her practice has focused on strategy development for major organizational change using Being First's renown nine-phase Change Leader's Roadmap.

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