

Endorsements for 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

Co-Author of 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 multi-dimensional approach to lead transformation masterfully and consciously!

Marshall Goldsmith

World-renowned executive coach

Author of the New York Times best-sellers, *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, A Brief History of Everything*, and over a dozen other best-sellers



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.

Bev Kaye, CEO
Career Systems International
Author of *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 of *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 21st century. It provides both a conceptual roadmap, and practical tools and techniques for successfully transforming organizations.

Noel Tichy
Professor, University of Michigan
Co-Author with Warren Bennis of *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
Co-Author of *The One Minute Manager and Leading at a Higher Level*



Once again, Dean and Linda have nailed it! *Beyond Change Management* is an extraordinary book examining the shifts in change management that have occurred over the years. This book offers real, practical solutions for change practitioners to become extraordinary conscious change leaders.

Darlene Meister
Director, Unified Change Management
United States House of Representatives

Entering the offices recently of a highly respected Fortune 500 company I was stunned by the enormity of change they were facing and at the same time how ill-equipped they were to deal with the challenges that lay ahead of them. They had little capacity to lead and manage the change required. And, of course, consulting firms were swarming all over them. They needed this book by the Andersons to help them. In fact, Chapter 5 alone on building organizational capability is worth the price of the book.

W. Warner Burke, Ph.D.
Edward Lee Thorndike Professor of Psychology & Education
Chair, Department of Organization & Leadership
Program Coordinator, Graduate Programs in Social-Organizational Psychology
Teachers College, Columbia University

Beyond Change Management is a 'must read' for today's C-Suite executives and those who lead organizational change. Change is a fact of life in all successful businesses. Based on this breakthrough construct, we now view our approach to transformational change as a strategic advantage. It is a way of thinking and organizing each critical system-wide initiative for our healthcare system.

Alan Yordy
President and Chief Mission Officer
PeaceHealth



While the first editions were excellent to begin with, these enhanced second editions of *Beyond Change Management* and *The Change Leader's Roadmap* are even better with age. The additional years of experience even deepen the author's articulation of the links between theory and practice. These books are outstanding resources for both organization change consultants and organization system leaders. Having a roadmap in common promotes the teamwork required for complex adaptive and continually evolving change efforts.

Charles Seashore, Ph.D.
Malcolm Knowles Chair of Adult Learning
Fielding Graduate University
Santa Barbara, California

Dean and Linda have broken the code by integrating the leadership of people and culture with business content to deliver results from change. They are unquestionably the experts in LEADING transformation in business. This book reveals their wisdom.

Pete Fox
General Manager, Corporate Accounts
Microsoft US

For today's leaders and managers, the promise of 'change management' seems to be everywhere, but unfortunately not how to achieve real change results. That gap is ably filled by the Andersons who use their more than 60 years of combined experience to clearly explain what is needed and how to do it. Their discussions of a multi-dimensional, process-oriented approach for achieving transformational results and what it takes to be a conscious change leader should be required reading in all OD and MBA programs.

Robert J. Marshak, Ph.D.
Organizational change consultant and Senior Scholar in Residence, MSOD Program
American University



In every generation there are creative and disciplined mapmakers who provide clear guidance to those whose paths will take them on similar journeys. Dean Anderson and Linda Ackerman-Anderson are this generation's mapmakers. Their books are rich, resilient, comprehensive and innovative guides that enable change leaders and consultants to practice their trades with heightened awareness and skill. Their grasp of the multiple dimensions of leading successful transformation help us recognize both the practical and the wise.

David S. Surrenda Ph. D.
Author of *Retooling on the Run*

The comprehensive and pragmatic thinking in this book has truly taken my company and myself beyond change management. This is a must read for all consultants and executives who aim to master successful implementations in organisations—and who does not have that aspiration? This is not academia; this is the essence of many years of practitioners' experience. And it works!

Thomas Fischer
Director COO
Valcon Management Consultants A/S

“Transformative times require transforming the way we change! This book challenges, equips and encourages leaders to understand how to deliver breakthrough results. It is not just about change...it is about YOU as a leader in these transformative times.”

Professor Todd D. Jick
Columbia Business School
President, Global Leadership Services

In *Beyond Change Management* and *The Change Leaders Roadmap*, Dean and Linda provide practitioners and executives not only the how (tools) but the why (concepts). If you are looking for a comprehensive treatment of the tricky journey of transformation, this is it.

Christopher G. Worley
Center for Effective Organizations, University of Southern California
Former Director, MSOD Program at Pepperdine University



Want a well-documented and valuable book for moving beyond change management—one that can reduce work and improve results? Well, this is that book. It's for those who are serious about their effectiveness in the face of change.

Mel Toomey, LHD
Scholar in Residence for Master of Arts in Organizational Leadership Center for Leadership Studies
The Graduate Institute

In today's dynamic business environment a vital competency every senior executive must bring to his/her organization is not just change management but change leadership. This book is a must read for any such executive as it creates a comprehensive roadmap for change by offering key concepts, powerful insights, relevant examples and practical how to's.

Richard Whiteley
Co-founder – The Forum Corporation
Author of *The Customer Driven Company*

Beyond Change Management is an essential book for anyone attempting to understand and manage complex change, especially today's healthcare leaders. The book offers a comprehensive and practical guide that will help you get change right the first time. It will significantly increase your likelihood of success and lower your risk of costly setbacks. We have used the Being First methodology successfully on a variety of difficult organizational change initiatives including major clinical quality improvement and safety initiatives, as well as technology implementations such as electronic health record and enterprise resource planning systems. Based on over 15 years of experience successfully managing complex clinical and operational change, I highly recommend *Beyond Change Management* and its companion text, *The Change Leaders Roadmap*.

John Haughom, MD
Senior Vice President, Clinical Quality and Patient Safety
PeaceHealth

Beyond Change Management is yet another extraordinary resource from Dean Anderson and Linda Ackerman Anderson. There is nobody more qualified to teach organizational transformation to beginners as well as seasoned professionals. This book should be required reading for anyone engaged in change management!

Rayona Sharpnack
Founder & CEO
Institute for Women's Leadership



There is a powerful energetic force inside all of us that, once unleashed, can make any change a reality. *BEYOND CHANGE MANAGEMENT* captures that essence with passion and purpose."

Richard Leider
Author of *Repacking Your Bags* and *The Power of Purpose*

Beyond Change Management and *The Change Leader's Roadmap* are the best sources I know to learn how to lead and excel at change and business strategy execution.

Eric Dillon
Chief Operating Officer
Servus Credit Union Ltd.

Even the expert and experienced change practitioner will be humbled by this book. The leaders we support require us to transform our skill set so they can transform their organizations. This book brings together the totality of the most relevant and applicable approaches to advancing change successfully, but more important it fills the gap we all fundamentally need—how to move ourselves and our organizations to achieve transformative change.

Polly Ragusa
Director, Organization and Learning Development
Cisco

This second edition of the pioneering book *Beyond Change Management* continues to break new ground in explaining what transformational change is all about and what it takes to lead and make it happen. The authors present a straightforward account of transformational change combining relevant concepts and approaches with their own extensive experience helping organizations transform themselves. The book is highly informative, stimulating, and inspiring.

Thomas G. Cummings
Professor and Chair
Department of Management & Organization
Marshall School of Business, University of Southern California



The Andersons have a proven track record in the field of Organization Development. This most recent contribution furthers and reconfirms their reputation for exceptional contributions. Their work provides us with a systematic integration of the most recent thinking and practices in OD — essential reading for both managers and OD consultants.

Peter F. Sorensen, PhD
Director, PhD and Masters Programs in Organization Development
Benedictine University

Anderson and Ackerman Anderson remind us that leading change continues to be a critical capability for organizations who want to thrive in the 21st Century. They revive the solid wisdom of change leaders from years gone by and bring us up to date with the essential organizational and human dynamics we must consider as we transform our organizations for future success.

Jackie Alcalde Marr
Director, Organization & Talent Development, North America
Oracle USA
Co-author of Social Media At Work
Founder of Evolutions Consulting Group

Linda and Dean are in a unique position to offer such comprehensive thinking, models and tools for change, since they have devoted over three decades working directly with senior leaders and strategic consultants in numerous transformations across a wide variety of organizations. By doing the work, studying the theory and reflecting on outcomes, they have captured both the basics and the nuances of change and integrated them into understandable models, processes and tools. These books are essential reads for change leaders as the authors have advanced the theory and practice of planned change to new heights. Kurt Lewin would be proud!

David W. Jamieson, Ph.D.
Practicum Director,
American Univ/NTL MS in OD Program
Past President, American Society for Training & Development

This volume contains the best guidelines anywhere for supporting organizational transformation processes. It provides the fundamental essentials for preparation to lead change.

John Adams, Ph.D.
Emeritus Professor, Saybrook University
Organizational Systems Ph.D. Program



Linda and Dean Anderson bring their many decades of practical experience in supporting leaders in system wide change to this book which makes explicit the relationships among mindset, leadership actions, project planning, and complex change. While it's never easy to accomplish this kind of change at an enterprise level, this book makes the change leadership process understandable, clear, and actionable—so you can succeed.

Kathryn Goldman Schuyler, Ph.D.
Marshall Goldsmith School of Management
Alliant International University

Building a service culture requires the transformation of leaders' and employees' mindsets and behaviors and the continuous upgrading of an organization's processes and systems. This extraordinary book provides the insights, methods and tools you need to succeed in this challenging yet essential transformation. Study it thoroughly, apply it rigorously and succeed brilliantly.

Ron Kaufman
Founder
Up Your Service! College
Author, of *Up Your Service!*

As the authors of this book note, effecting transformation in contemporary organizations requires a deep understanding of change and a new set of leadership skills and strategies. Written in a clear and accessible style, this practical and thought provoking text provides leaders of change the means by which to develop these important attributes.

David Grant
Professor of Organizational Studies
University of Sydney

Rather than rely on tried-and true methods that worked in the past, Dean and Linda challenge leaders to shed outdated thinking and make new choices about how they lead change. They help leaders wake up to their unconscious beliefs that lead to ineffective actions, systems, and work cultures. Read this cutting edge book to learn how to recognize old ways of thinking and adopt new mindsets that foster meaningful change.

Faith Ralston, Ph.D.
Author of *Dream Teams, Emotions@Work, and Play Your Best Hand*



This book is a must read for anyone interested in taking their change leadership efforts to a whole new level. This is the first book that recognizes and explains the possibilities you can achieve by utilizing your expanded awareness to lead transformational change. It is so exciting for me see how I can better combine my personal growth and evolution in applying the tools and concepts laid out in the book for the large scale change programs that I manage.

Donna Edwards
Director
Intel Corporation

I have been using *Beyond Change Management* with my students for years. It provides methods the authors have pioneered to help organizational members shape the future and build organizational capacity. It teaches leaders how to overcome complex issues that allow them to stay focused on human dynamics that impact organizational performance. It is a rich companion for anyone growing oneself and the members of their organization to be accountable for the whole! This book is an excellent resource for any practitioner who is in the midst of helping organizations through change.

Jacqueline M. Stavros
Associate Professor
Director, Doctorate of Business Administrative
Lawrence Technological University

Conscious leadership is exactly what is required to move any change effort forward. The Anderson's integrate awareness and human potential providing remarkable insight into leading effective and transformational change. *Beyond Change Management* need not be on your shelf – it need be in your hands! Today is change. Tomorrow is change. Get *Beyond Change Management* and you will be prepared to lead gracefully and resiliently into the future. Leading any change is not easy work. Make it rewarding by understanding the interconnectedness of people, relationships and systems. Change your world. Change your worldview. Get *Beyond Change Management*—It is just so necessary.

Whether you're learning or leading or both—this book is THE book.

Zoe MacLeod
Director, Centre for Applied Leadership and Management
Royal Roads University



Engaging, tangible, practical, compelling! Based on decades of experience, *Beyond Change Management* draws you into the world of what is possible within the domain of change. From determining the type of change effort to developing organizational and leadership capacities which increase the success of change initiatives, this book is easy to read and applicable to a wide range of audiences, from executives leading strategy to Operations planning and executing change to Learning and Development groups, building long-term capabilities.

Barbara Plumley
Vice President Regional Operations
HealthCare Partners Medical Group

Quality outcome measures and evidence-based medicine will dictate how patients are treated in the future. This book comes at just the right time to guide health care professionals, physicians and hospital administrators towards adopting such important but sometimes threatening changes. It provides a pathway to embrace the change we must all accept.

Jim A. Youssef, MD
Founder, SpineColorado

In this book, Dean Anderson and Linda Ackerman Anderson not only show you the most effective path for success in your change outcomes but also how you can revitalize your organization and people in the process.

Christian Forthomme
CEO
RealChange Network, Inc.

If you missed the Anderson's first editions, you may not know what a terrific contribution they are to the field of Organization Development. Now you have a second chance to read these excellent new editions from these gifted writers. These books are essential reading to those who want to become master practitioners in this field."

Jane Magruder Watkins
Co-Author of *Appreciative Inquiry: Change at the Speed of Imagination*



Beyond Change Management is a must read for managers, consultants and anyone else interested in the process of transformational change. It challenges conventional wisdom regarding change and offers an engaging and insightful alternative based upon the notion of 'conscious change leadership'.

Cliff Oswick
Chair in Organization Theory
Academic Dean for Law and Social Sciences
Queen Mary, University of London

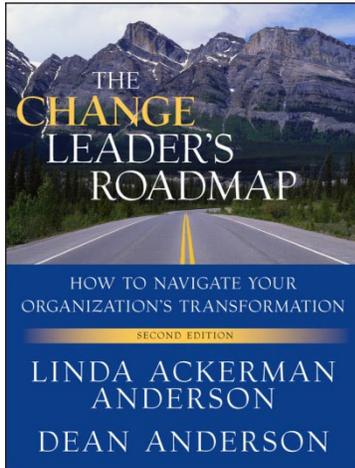
The definitive 'how to' guide for change leaders – the Anderson's have taken up where the theorists left off, providing practical mechanisms and strategies to build change capability within organizations. They challenge all of us who call ourselves change agents to practice what we preach and build reflexive consciousness into all our change leadership efforts.

Quentin Jones
Australian Managing Director
Human Synergistics International
Co-Author of *In Great Company—Unlocking the Secrets of Culture Transformation*

Systemation has seen hundreds of project's stumble and fall during implementation, all because of weak or absent change management. Project managers on mission critical projects will benefit immensely from the proven systemic approach described in this book.

Ben Snyder
CEO
Systemation

Being First, Inc.
1242 Oak Drive, DWII
Durango, CO 81301
(970) 385-5100



Endorsements for The Change Leader's Roadmap

Having applied this methodology for two years to manage change inside Microsoft, it has been instrumental in our ability to land change effectively, engage employees and deliver results quickly. *The Change Leader's Roadmap* allows us to lead change with precision and minimal outside consulting, while at the same time growing change leadership capability internally. This is the most complete change methodology we have found anywhere.

Pete Fox
General Manager, Corporate Accounts
Microsoft US

This newest edition of *The Change of Leader's Roadmap* is an invaluable, comprehensive and practical guide for envisioning an organization's desired future, designing the structures and practices necessary to make it happen, and implementing them effectively. The book describes the change process in nine distinct phases and outlines the activities and tasks that need to occur in each phase. It provides change leaders with an essential map for successfully traversing the complex and uncertain terrain of transformational change.

Thomas G. Cummings
Professor and Chair, Department of Management & Organization
Marshall School of Business
University of Southern California



This is the next best thing to having Dean, Linda and the Being First team riding alongside your complex change initiative. *The Change Leader's Roadmap* breeds confidence in senior executive "Champions" to guide not just a successful transformational change, but most importantly, to develop the mission critical organizational CULTURE that will ensure unparalleled return on investment. Nothing I have seen in my 32 years of leading change comes close.

Jeff Mulligan
Former CEO, Common Wealth Credit Union
Mayor, City of Lloydminster

If you are one of the many who have earnestly tried to deliver a change initiative that did not meet your expectations....don't give up or do anything until you read this book. Dean and Linda are truly masters of change leadership. Reading this book is like having your own private coaches to hold your hand and show you the way to extraordinary results from change.

Bev Kaye,
CEO
Career Systems International
Author of *Love 'em or Lose 'em: Getting Good People to Stay*

After implementing more than 2000 business strategy and operational excellence initiatives, we set out to find the best change methodology and toolbox in the world. The methodology this book describes is it! Study it thoroughly, because the thinking, process approach and pragmatic tools really work!

Thomas Fischer
Director COO
Valcon Management Consultants A/S
Copenhagen

A practical, step-by-step guide for change leaders, managers and consultants. The book provides conceptually grounded, real world, time tested tools and guidance that will prove invaluable to those faced with navigating the challenges of leading organizational change in today's turbulent times.

Robert J. Marshak, Ph.D.
Senior Scholar in Residence
MSOD Program, American University
Organizational Change Consultant



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

Co-Author, *The One Minute Manager and Leading at a Higher Level*

Change today is fast and furious. *The Change Leader's Roadmap* covers every phase of transformational change—from preparing for change to lessons learned. It is a must-read blueprint for anyone looking to succeed in the field of change management and organizational development. I highly recommend it—no professional should be without it.

Darlene Meister

**Director, Unified Change Management
United States House of Representatives**

Having a vision and direction for change is one thing, implementing vision is quite another. Linda Ackerman Anderson and Dean Anderson have been there and have done it. This book about implementing the change process is an invaluable guide for how to do it.

W. Warner Burke, Ph.D.

**Edward Lee Thorndike Professor of Psychology & Education
Chair, Department of Organization & Leadership
Program Coordinator, Graduate Programs in Social-Organizational Psychology
Teachers College, Columbia University**

The Change Leader's Roadmap is essential reading for today's organizational leaders. Change is constant in healthcare. This work has been enormously helpful to us in organizing our successful transformational change agenda. I highly recommend this book as a doorway to this valuable methodology.

Alan Yordy

**President and Chief Mission Officer
PeaceHealth**



I cannot imagine a more thorough or useful resource for those involved in leading change than this book. The authors, through their deep experience and knowledge, have made this very complex topic accessible and provided clear direction for those who are charged with considering, planning for, and implementing transformative change.

B. Kim Barnes

CEO, Barnes & Conti Associates, Inc.

Author of *Exercising Influence: Making Things Happen at Work, at Home, and In Your Community*

Dean and Linda have written a very rare business book. It is a relevant and practical guide for developing capability to manage change as a strategic advantage. While there are many books on the theory of change psychology and change management, this book provides a level of organization and detail that allows leaders to put the theory to practical use to execute well and have employees adopt and embrace the change. I recommend this book to any leader who is responsible for driving change in their organization.

James Hereford

Executive Vice President, Group Practice Division

Group Health Cooperative

Every once in a while a book is written for change leaders that deserves more than a simple reading and justifies study. Role up your sleeves, crack the cover and you'll have something worth going to work with.

Mel Toomey, LHD

**Scholar in Residence for Master of Arts in Organizational Leadership, Center for Leadership Studies
The Graduate Institute**

While the first editions were excellent to begin with, these enhanced second editions of *Beyond Change Management* and *The Change Leader's Roadmap* are even better with age. The additional years of experience even deepen the author's articulation of the links between theory and practice. These books are outstanding resources for both organization change consultants and organization system leaders. Having a roadmap in common promotes the teamwork required for complex adaptive and continually evolving change efforts.

Charles Seashore, Ph.D.

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David S. Surrenda, Ph. D.
Author of *Retooling on the Run*

The Change Leader's Roadmap is an essential book for anyone attempting to understand and manage complex change, especially today's healthcare leaders. The book offers a comprehensive and practical guide that will help you get change right the first time. It will significantly increase your likelihood of success and lower your risk of costly setbacks. We have used the Being First methodology successfully on a variety of difficult organizational change initiatives including major clinical quality improvement and safety initiatives, as well as technology implementations such as electronic health record and enterprise resource planning systems. Based on over 15 years of experience successfully managing complex clinical and operational change, I highly recommend *The Change Leader's Roadmap* and its companion text, *Beyond Change Management*.

John Haughom, MD
Senior Vice President, Clinical Quality and Patient Safety
PeaceHealth

Once again the Anderson's have demonstrated their mastery of organizational transformation. *The Change Leader's Roadmap* is essential reading for any professional who is serious about leading sustainable change in large organizations."

Rayona Sharpnack
Founder & CEO
Institute for Women's Leadership



The Change Leader's Roadmap is essential reading for change leaders and consultants! It offers a practical methodology that can be tailored to any type and size of change in any industry. Its guidance will help you master the complexities of leading change successfully. Change challenges us with many potential roadblocks, so how fortunate we are to have a useful roadmap!

Professor Todd D. Jick
Columbia Business School
President, Global Leadership Services

Change efforts fail because of haphazard or arbitrary actions. This guide, essential for everyone involved in today's organizational change efforts, is the most comprehensive and systematic guide for change leadership ever created. In great haste!

John Adams, Ph.D.
Emeritus Professor
Saybrook University, Organizational Systems Ph.D. Program

I believe Linda and Dean have raised the bar again. The in-depth understanding provided through theory, concept, method and a roadmap will support anyone leading and managing organizational change to enhance the possibility of immediate results and creating sustained capability.

John D. Carter, Ph.D.
President
Gestalt Center for Organization & Systems Development

The Change Leader's Roadmap provides access to a rare experience: creating real, transformational change in a grounded, easy-to-understand manner. It calls into question our often hidden assumptions about what should work, and points us to what does work. And, it is refreshingly practical! I kept being surprised by the Anderson's clean approach. This is a must for anyone responsible for or involved in complex, large scale change efforts. And who isn't these days?

Debbie King
Organizational Development Leader
Kaiser Permanente



The definitive 'how to' guide for change leaders – the Anderson's have taken up where the theorists left off, providing practical mechanisms and strategies to build change capability within organizations. They challenge all of us who call ourselves change agents to practice what we preach and build reflexive consciousness into all our change leadership efforts.

Quentin Jones

Australian Managing Director, Human Synergistics International

Co-Author of *In Great Company—Unlocking the Secrets of Culture Transformation*

In *Beyond Change Management* and *The Change Leaders Roadmap*, Dean and Linda provide practitioners and executives not only the how (tools) but the why (concepts). If you are looking for a comprehensive treatment of the tricky journey of transformation, this is it.

Christopher G. Worley

Center for Effective Organizations, University of Southern California

Former Director, MSOD Program at Pepperdine University

If you've been searching for a practical approach to large scale change and transformation, this is a book worth reading. It presents the ideas and approaches in a way that today's busy leaders can understand and operationalize. In the dialog about what works and what doesn't work, I think readers will recognize approaches they tried in the past that haven't produced the hoped for results, and will see new directions that offer a reachable place from where to lead and catalyze results.

Sue G. Murphy

Chief Operating Officer

Kaiser Santa Clara Medical Center



Linda and Dean are in a unique position to offer such comprehensive thinking, models and tools for change, since they have devoted over three decades working directly with senior leaders and strategic consultants in numerous transformations across a wide variety of organizations. By doing the work, studying the theory and reflecting on outcomes, they have captured both the basics and the nuances of change and integrated them into understandable models, processes and tools. These books are essential reads for change leaders as the authors have advanced the theory and practice of planned change to new heights. Kurt Lewin would be proud!

David W. Jamieson, Ph.D.
Practicum Director
American Univ/NTL MS in OD Program
Past President, American Society for Training & Development

The Andersons capture the science and the art of orchestrating organizational change by providing both practical and insightful strategies and tools for leaders who must use strategic change as a thoughtful competitive advantage.

Jackie Alcalde-Marr
Director, Organization & Talent Development, North America
Oracle USA
Co-Author of Social Media At Work
Founder of Evolutions Consulting Group

The Andersons bring their tremendous experience in OD to create what is truly a “road map” for change, a road map that effectively translates abstract concepts into a concrete journey for successful change—probably the most critical issue in leadership today.

Peter F. Sorensen, PhD
Director, PhD and Masters Programs in Organization Development
Benedictine University

This book is a must read for anyone seeking to understand the logics and structures of successful large-scale change. It is filled with practical tools and step-by-step guidance that will help you master the complex task of change management.

Diana Whitney, Ph.D.
President, Corporation for Positive Change
Author of *Appreciative Leadership: Focus on What Works to Drive Winning Performance and Build a Thriving Organization* and *The Power of Appreciative Inquiry*



Beyond Change Management and *The Change Leader's Roadmap* are the best sources I know to learn how to lead and excel at change and business strategy execution.

Eric Dillon
Chief Operating Officer
Servus Credit Union Ltd.

When I discovered Being First and their approach to leading transformational change, I knew I had found what I was searching for! The methodology described in this book is very comprehensive, teaching you how to be disciplined in your thinking and most importantly, how to be a conscious change leader.

Louise Branch
Assistant Deputy Minister
Service Canada, Atlantic Region

In *The Change Leader's Roadmap*, Linda Ackerman Anderson and Dean Anderson guide leaders safely through the turbulence of leading change, helping leaders mitigate the dangers of overwhelm, chaos and uncertainty. Whether you are launching new products, restructuring, cutting costs or growing, you'll learn how to take effective action with confidence. This is a must-read for any consultant or change leader who wants a clear path to navigate transformational change successfully.

Faith Ralston, Ph.D.
Author of *Dream Teams*, *Emotions@Work*, and *Play Your Best Hand*

Ackerman Anderson and Anderson are to be congratulated for producing a well crafted and insightful text. *The Change Leader's Roadmap* skillfully combines a range of conceptual insights with practical tools and techniques that will greatly assist educators, students and practitioners of change. This book is an essential read for anyone interested in leading change effectively.

David Grant
Professor of Organizational Studies
University of Sydney



The Change Leader's Roadmap is a uniquely effective success methodology in the change initiatives I have led. It is at the same time the most comprehensive set of strategies and tools I have come across globally and the most practical in its guidance towards the ones that will work best in each individual situation.

Christian Forthomme
CEO
RealChange Network, Inc.

The Change Leader's Roadmap is critical reading for leaders navigating organization transformation in times of uncertainty. The Anderson's book provides a powerful and practical toolkit for anyone trying to create a positive pathway to change! You will learn how to navigate and manage change that enhances the performance of your organization. This book provides the roadmap to lead you in the right way.

Jacqueline M. Stavros
Associate Professor
Director, Doctorate of Business Administrative
Lawrence Technological University

If you missed the Anderson's first editions, you may not know what a terrific contribution they are to the field of Organization Development. Now you have a second chance to read these excellent new editions from these gifted writers. These books are essential reading to those who want to become master practitioners in this field.

Jane Magruder Watkins
Co-Author of *Appreciative Inquiry: Change at the Speed of Imagination*

The Change Leader's Roadmap moves beyond theory and grounds you in practical application. Reading this book will alter how you lead change. It not only informs you, but provides you with a framework for guiding people through transformation to get to your outcomes.

Zoe MacLeod
Director, Centre for Applied Leadership and Management
Royal Roads University



Significant transformation in an organization is unbelievably difficult, yet this book provides a practical and reliable methodology for those of us that are change leaders. This approach is so useful because it indicates the required steps while keeping a focus on the desired results of the transformation.

Nick Neuhausel
Partner
Senn Delaney

The perfect companion for any project manager. The detailed tasks and deliverables in this book can be inserted directly into your next project schedule to insure implementation success.

Ben Snyder
CEO
Systemation

We've all had those rare experiences where extraordinary results are produced through great teamwork and a commitment to delivering on that which may occur as impossible. And yet the ability to distinguish what made those breakthroughs possible, such that an organization can reliably produce such results again and again, may remain elusive. That is, until you are guided through the paradigm shift and steps of conscious change in *The Change Leaders Roadmap!*

Barbara Plumley
Vice President Regional Operations
HealthCare Partners Medical Group

This book will help leaders at all levels better understand the critical components of sustainable change. Often we focus on just content and neglect the human dynamics to our own peril.

Katie Holmes
System Director Change Strategy and Consulting
PeaceHealth

Being First, Inc.
1242 Oak Drive, DWII
Durango, CO 81301
(970) 385-5100