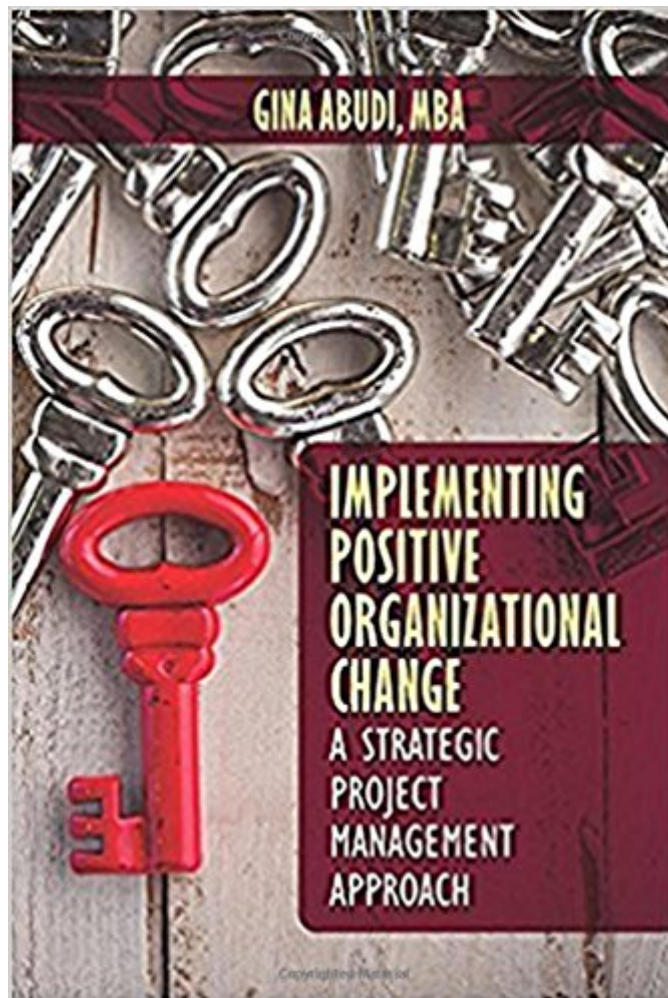




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# Implementing Positive Organizational Change: A Strategic Project Management Approach



## Synopsis

In today's increasingly competitive global marketplace, organizations that do not regularly undertake change initiatives will find it difficult, if not impossible, to continue to be successful long term. This guide explains how to develop a continuous improvement culture of change that will be perceived by employees as a valuable opportunity instead of something negative to worry about and resist. It outlines a strategic project management approach for ensuring successful implementation and desired results, and includes mini case studies, tips, and practical examples. Key Features:

- Discusses the challenges and negative perceptions of organizational change and how to overcome them, and best practices for continuous change, assessing organizational readiness, and ensuring change adoption
- Presents continuous communication best practices for engaging employees, stakeholders, and teams involved in change initiatives to increase success
- Explains the value of using cross-cultural and cross-generational teams to engage people in change, and the value of creating and sustaining a Change Management Center of Excellence within the organization
- Provides a project management approach that includes how to plan for change, and a variety of best practices for effectively managing change from the early stages of the project beyond deployment to ensure desired organizational benefits are achieved
- WAV offers assessment tools, checklists, surveys/questionnaires, and templates that will enable readers to implement positive change within their own organizations, available from the Web Added Value Download Resource Center at [jrosspub.com](http://jrosspub.com)

## Book Information

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## Customer Reviews

This change handbook reshapes how you and your organization should adjust and shift in today's business economy

Group

—A| brilliant and insightful! ----Lauran Star, CEO, LS Consulting

—A|a terrific book that brings a very complex activity, change management, into clear focus and provides new ideas, best practices, templates, and case studies to better understand change and how to manage it! ----Francois Nadeau, Program Management Consultant

—A|a great guide for anyone who needs to implement organizational change from the simplest initiative to the most complex. ----Thomas Charles Belanger, Best-Selling Author

Gina Abudi has over 25 years of experience in change management, project and process management, leadership development, and human resources. She is the President of Abudi Consulting Group, LLC, a management consulting firm serving mid-size to large global organizations. As a consultant, Gina helps businesses develop and implement strategy around projects, processes, and people. A large percentage of her time is focused on organizational change initiatives. This includes efforts such as helping global organizations kick off large complex change initiatives, setting up communication plans for change initiatives, helping to create and launch Change Management Centers of Excellence, and working with leadership to engage employees in change. Ms. Abudi is lead author of Best Practices for Managing BPI Projects: Six Steps to Success, contributing author of Project Pain Reliever: A Just-In-Time Handbook for Anyone Managing Projects, co-author of The Complete Idiot's Guide to Best Practices for Small Business, and a professional speaker and keynote at many regional, national, and global conferences. Gina served on the Project Management Institute's Global Corporate Council as Chair of the Leadership Team as well as President of the PMI Massachusetts Bay Chapter. She is considered one most influential executives in project management and was honored as such by being named to PMI's Power 50 List. She currently works with the PMI Educational Foundation non-profit as a Community Engagement Member.

Books like this do not come along too often. It's important, it's on target, it's interesting, it's practical, and it's thorough. Many business books qualify in most of these areas. This one excels in all of them. The subject is important because it deals with transitions and change - and any organization doing business today knows that we live in an era of continuous change. What Abudi does with this

important topic is to cover it with a careful, considered methodology, illustrating it inventively with simple but effective figures, including templates and examples, and peppering it with real stories from business leaders. Of course, as a co-author of several books on project sustainability and competency, I'm happy that she has provided an approach to change management which takes the long-term into account and acknowledges that implementing a transition or change program is - in and of itself - a project. The book achieves an excellent balance between the topic of change management and the art and science of implementing via project management. I'd assert that it's a ready-reference for managers and contributors in both of these disciplines.

This book is full of best practices for implementing change projects from the simplest to the most complex. Unlike other books, Gina Abudi focuses on the people side of change. She provides a number of best practices for engaging employees in change early on and throughout the change project. The author also shares a number of stories of her own experiences leading change projects which enhance the book greatly. The tools and templates provided will make managing any change project a much easier task. Highly recommended for anyone managing change projects.

This is an amazing how to on implementing change. It comprehensive and has a ton of great tools and tips that you can implement today. If you do change or want to become more effective at change management THIS is a MUST have in your change toolbox!

In today's marketplace, it is more important than ever that companies recognize the effects that change initiatives have on their culture, brand, and productivity. In the book, *Implementing Positive Organizational Change*, Ms Abudi clearly makes the case for companies to embrace a culture of change. Through a combination of case studies and easy to follow guides and templates she provides a comprehensive approach that is adaptable to your specific company needs. This is a must read for any Project Manager or company leader.

I am an aspiring positive change agent and love all of the great tools and tips throughout

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