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Viral Change The Alternative To

Unlike conventional methods of change management, Viral Change(TM) is faster, far more effective, potentially more inclusive and certainly long lasting. Since change is constantly present in any organisation, this book will appeal to people at different levels of management or leadership, who want to reshape their culture through the power of internal social networks and aim at greater organisational effectiveness in day-to-day organisational life (not just during change initiatives).

Viral Change: The Alternative to Slow, Painful and ...

Most conventional 'change management' programmes fail. This is mainly due to the fact that

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they are often based on wrong assumptions such as: When we change the process/system, people will change their behaviour .Changes need to come from the top and filter down .Big changes need big actions .Cultural change is a painful, long-term process with no short-term results Viral Change(TM) provides ...

Viral Change: The Alternative to Slow, Painful and ...

Leandro is a former psychiatrist, he runs his own consultancy called The Chalfont Project Limited, and he's written several books, including Viral Change: The Alternative to Slow, Painful and Unsuccessful Management of Change in Organizations. This book is very interesting because it turns a lot of conventional wisdom upside down, so I'm hoping to unpack some of those notions with Leandro today.

Leandro Herrero, Viral Change: The Alternative to Slow ...

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Viral Change The Alternative To Slow Painful And ...

The methodology, the philosophy behind and the working principles have been described in books such as 'Viral Change™: the alternative to slow, painful and unsuccessful management of change in organizations' (meetingminds, 2008, 2nd edition) and 'Homo Imitans: the art of social infection; viral change in action' (meetingminds 2011). Viral Change™ has been applied to multiple organizational challenges such as organizational effectiveness, innovation, cultural change programmes ...

Viral Change™ by Dr Leandro Herrero | The Chalfont ...

VIRAL CHANGE™ is the alternative to slow, painful and unsuccessful management of change in organisations. The traditional model is linear: big change needs a big set of initiatives cascaded down via big communication programmes.

Viral Change (TM)

AN INTRODUCTION TO VIRAL CHANGE™: AN ALTERNATIVE TO CONVENTIONAL

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CULTURAL CHANGE IN ORGANIZATIONS By Leandro Herrero The traditional way of looking at cultural change is to define the desired culture up front and to map the necessary processes to achieve it. This approach usually includes massive communication programmes aimed at reaching

An introduction to Viral Change - The Chalfont Project

The art of social infection: Viral Change in action: Viral Change The alternative to slow, painful and unsuccessful management of change in organizations Disruptive Ideas 10+10+10=1000: the maths of Viral Change that transform organizations

Viral Change

information, create common repositories, share. 1Herrero. Leandro, 2006, Viral Change: the alternative to slow, painful and unsuccessful management of change in organizations, meetingminds, UK. strategic objectives and a big number of actions and implementations. 2.

CHANGING THE WAY WE THINK ABOUT CHANGE

Viral Change™ distinguishes itself from simple ‘viral communications’ since it goes beyond ‘information cascades’ to engage people in mutual commitment to action. In other words, endorsement of the need for change and its communication (‘advocacy’) is necessary but not

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The 15 key Viral Change™ principles | Leandro Herrero

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Viral Change The alternative to slow, painful and unsuccessful management of change in organizations Disruptive Ideas $10+10+10=1000$: the maths of Viral Change that transform organizations Viral Change There is an alternative way to install change and shape a new culture, which we call Viral Change™. Several principles sustain this different ...

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Leandro Herrero (Author of Viral Change)

The Viral Change™ Mobilizing Platform provides the conditions for sustainable, large scale behavioural and cultural change. Pick your goal: a customer-centric culture, one that focuses on safety, a culture of effectiveness or of innovation, or 'a global culture' able to succeed across geographic boundaries.

Viral Change - large scale behavioural and cultural change ...

Viral change: the alternative to slow, painful and unsuccessful management of change in organisations. Add to My Bookmarks Export citation. Type Book Author(s) Leandro Herrero Date 2008 Publisher Meetingminds Pub place [Beaconsfield] Edition 2nd rev. ed ISBN-10 1905776055 ISBN-13 9781905776054. This item appears on.

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My latest books are 'Homo Imitans, the art of social infection, Viral Change™ in action' (2011) and 'Viral Change (TM), the alternative to slow, painful and unsuccessful management of

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