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Interpreting Is Noise; Conclusion; CHAPTER 4: Testing and Implementing; Testing Is Risk and Innovation Well Managed; The Testing Routine at Zip Brands; Testing Complements Strategizing and

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Testing Generates Options Implementing Is Change Well Managed; The Implementing Routine at Netflix; Talent Management and Leadership at Netflix; The Change Capability at Netflix; Conclusion; CHAPTER 5: Transforming to Agility; An Orientation to Transformation; Setting the Strategy; Fixing the Foundation; Building the Agility Routines; Cambia Health Solutions; Initiating the Identity Journey; Designing and Implementing the Initiatives; Reflections; Allstate Insurance Company; Challenge Leadership and Clarify Strategy; Accelerate Change Through Large-Group Interventions; Sustain Change and Learn Reflections Harley-Davidson; Conclusion; Afterword: Some Reflections on Agility; Agility and Sustainability; Agility and Organization Development; Conclusion; Notes; About the Authors; Acknowledgments; Index; End User License Agreement

Sommario/riassunto

A research-based approach to achieving long-term profitability in business What does it take to guarantee success and profitability over time? Authors Christopher G. Worley, a senior research scientist, Thomas D. Williams, an executive advisor, and Edward E. Lawler III, one of the country's leading management experts, set out to find the answer. In The Agility Factor: Building Adaptable Organizations for Superior Performance the authors reveal the factors that drive long-term profitability based on the practices of successful companies that have consistently outperformed their