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Nota di contenuto	1 The influence of culture on organizational success -- 2 Basics for the practical accompaniment of change -- Phase 1: Aligning -- 4 Phase 2: Planning -- 5 Phase 3: Implementing -- 6 Phase 4: Stabilizing -- 7 The

relevance of the person: mastering change through emotional intelligence -- 8 Epilogue: cultural change in3 change.

Sommario/riassunto

Culture change in four steps! This extraordinary and well-illustrated reference book offers you practical tools for the four iterative phases of culture change. It shows how large-scale change happens in a short time through viral change. Illustrating the tools with practical case studies from the corporate world, this book also synthesizes the most important findings from applied psychology. The authors combine practical instructions for action from their decades of consulting experience with insights from behavioral economics and neuroscience in a tangible and comprehensible way. Contents Concrete tools for the four iterative phases of culture change including how to bring leaders to role model change and make change stories more compelling Practical case studies from the corporate world, including digital change and New Work In-depth background knowledge on behavioral and mindset change, including habit change as well as purpose as change drivers Tips for culture change agents on how to use emotional intelligence and mindfulness to build resilience and master change in the face of resistance Helpful didactics through illustrations, summaries, checklists of success factors, background, reflection and exercise boxes Target groups Executives, human resources professionals, people from organizational development, consultants in startups, mid-sized companies and global international corporations as well as public organizations Authors Dr. Svea von Hehn has been working internationally as a management consultant (including for McKinsey & Company) since 1999. She holds a PhD in Psychology, is a multi-certified systemic coach and is a partner at RETURN ON MEANING. Nils I. Cornelissen has been working internationally as a management consultant (including for McKinsey & Company) since 2003. He holds a degree in Communications and a master's degree in Psychology and Sociology. He is a certified coach as well as a facilitator and partner at RETURN ON MEANING. Claudia Braun has been working internationally as a management consultant (including for McKinsey & Company) since 2007. She holds a degree in International Business Administration, a Master of Public Administration, a Master of Public Policy as well as various certifications. She is a partner at RETURN ON MEANING. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.