

Irresistible Change

A Blueprint for Earning Buy-In and Breakout Success

A blueprint for change leaders to learn from one of the largest transformations in corporate history *Irresistible Change: A Blueprint for Earning Buy-In and Breakout Success* details one of the largest and most formidable transformations in corporate history: to shift the foundations of work for IBM's nearly 400,000 employees and thousands of interdisciplinary teams across 180 countries and help them become more entrepreneurial, agile, and customer focused. Written by Phil Gilbert, IBM's former General Manager of Design and architect of this ambitious change effort, this book is part narrative and part field guide. *Irresistible Change* describes how the choices made at IBM affected the Change Program Office's development at each stage of its growth and provides readers with key insights they need to conduct transformational change within their own organizations. This book includes insights on: - Getting buy-in for change, the biggest challenge that holds back even the most ambitious change efforts, by making it something exciting rather than inevitable - Seeing change as a high-stakes "product" deserving of the same resources and rigor as your top-performing business lines - Recognizing today's newly empowered and often skeptical employees who resist authority and value autonomy and stability *Irresistible Change* is an essential roadmap for the next generation of change leaders in organizations of any size.

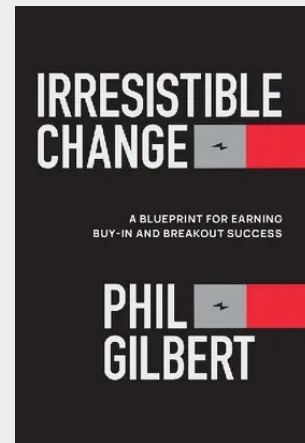
A blueprint for change leaders to learn from one of the largest transformations in corporate history

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