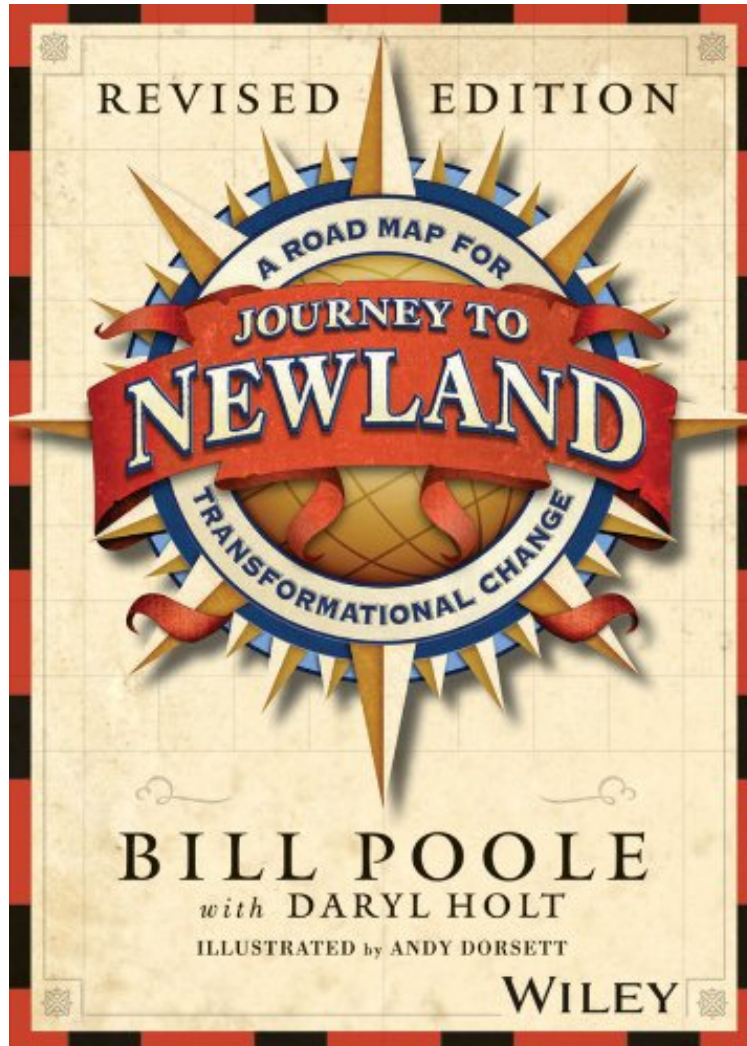


(Ebook free) Journey to Newland: A Road Map for Transformational Change

Journey to Newland: A Road Map for Transformational Change

Bill Poole

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Bill Poole : Journey to Newland: A Road Map for Transformational Change before purchasing it in order to gauge whether or not it would be worth my time, and all praised Journey to Newland: A Road Map for Transformational Change:

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With an animated fable, the Journey to Newland storybook provides readers with a cast of memorable characters, a captivating story, and a common language to deal with difficult and often emotionally sensitive issues in negotiating change within their organizations. The allegory follows a group of animal characters through uncharted territory, from

Oldland to Newland. Each animal represents a different type of work personality; navigating such metaphorical places as Nostalgia Desert, Transition Valley, and Leverage Lake, the team—comprised of Eagle, Owl, Lion, Dolphin, and Ant—finds a way to survive, even thrive, by leading change.

“Journey to Newland skillfully and creatively illustrates the process, principles, and capabilities required for successful transformational change.” —BOB PETTUS, retired vice chairman of the board, Coca-Cola Bottling Co. Consolidated “Journey to Newland is a proven process for strategic planning and strategic communication. It integrates frameworks, capabilities, and tools to achieve desired outcomes through these two vital activities that determine business results.” —WINNIE WANG, CEO, Visionary Consulting, Shanghai, China “Journey to Newland is a practical and impactful approach to simulating and stimulating c creates a vivid visualization of the desired change that leads to achieving real change.” —ARINYA TALERNGSRI, managing director, APMGroup, Bangkok, Thailand “This story provides change leaders and teams with an impartial and unifying platform to deal with behavioral challenges that might otherwise undermine a well-intended change effort.” —JEFFERY TAN, director, Professional Development, Singapore Institute of Management “Journey to Newland is an extremely useful business tool that has enabled us to explain complex business principles in a simple and engaging format. Don’t be fooled by the symbolism on the surface. This story goes much deeper than meets the eye. It’s simplicity’s at its best.” —SCOTT CHONTOS, CEO, C. J. Malin Associates, Addison, Texas “Using the story and the process behind it allowed our company to evolve in both our revenues and our leadership culture.” —ANGELA Y. BAUER, owner, Tropical Nut and Fruit From the Inside Flap In today’s fast-paced business environment, change has become “business as usual.” Change is constant. Change is relentless. It’s no surprise then that the success or failure of an organization often depends on its leaders’ ability to respond to change. While most leaders realize the importance of facing change head-on, far too few are equipped to handle the journey that ensues. The “Journey to Newland” workshop provides a proven road map for navigating the change journey from start to finish. This comprehensive framework—with its easy-to-follow process, memorable methodologies, and practical tools—enables participants to explore and eventually master the skills that are most crucial to transformational change—leading change, building teams, valuing differences, and optimizing communication. The “Journey to Newland” takes a refreshingly creative approach that helps participants simplify complex issues and bring intangible concepts down to earth. Participants meet and become familiar with a cast of memorable characters, engage in a captivating story, and learn a common language to deal with emotionally sensitive issues. This “Facilitator’s Guide” includes three design elements that make the “Journey to Newland” workshop tangible, simple, measurable, and memorable: the Storybook and Movie, the “Big Five” Core Capabilities, and the Eight Stages of the Process. “Journey to Newland” provides an ideal resource for a variety of organizational situations including: Major project implementations Strategic change initiatives Systems, software, and technology implementation Industry changes Shifts from management to leadership culture New business implementation or expansion Business unit mergers or separations Acquisitions and mergers Fast growth Diversity initiatives Development of values, vision, and strategies Creation of development of leadership teams Crises prevention and risk management This important resource includes detailed instructions and scripts for a 2-hour overview session and a half-day or two-day workshop, guidelines for follow-up coaching sessions and development activities, sample participant materials, an enhanced PowerPoint(R) presentation on CD, and the 20-minute “Journey to Newland” animated film on DVD. From the Back Cover If You’re Not Leading Change, It Will Lead You In today’s fast-paced business environment, change has become “business as usual.” Change is constant. Change is relentless. It’s no surprise then that the success or failure of an organization often depends on its leaders’ ability to respond to change. While most leaders realize the importance of facing change head-on, far too few are equipped to handle the journey that ensues. The Journey to Newland workshop provides a proven road map for navigating the change journey from start to finish. This comprehensive framework—with its easy-to-follow process, memorable methodologies, and practical tools—enables participants to explore and eventually master the skills that are most crucial to transformational change—leading change, building teams, valuing differences, and optimizing communication. 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