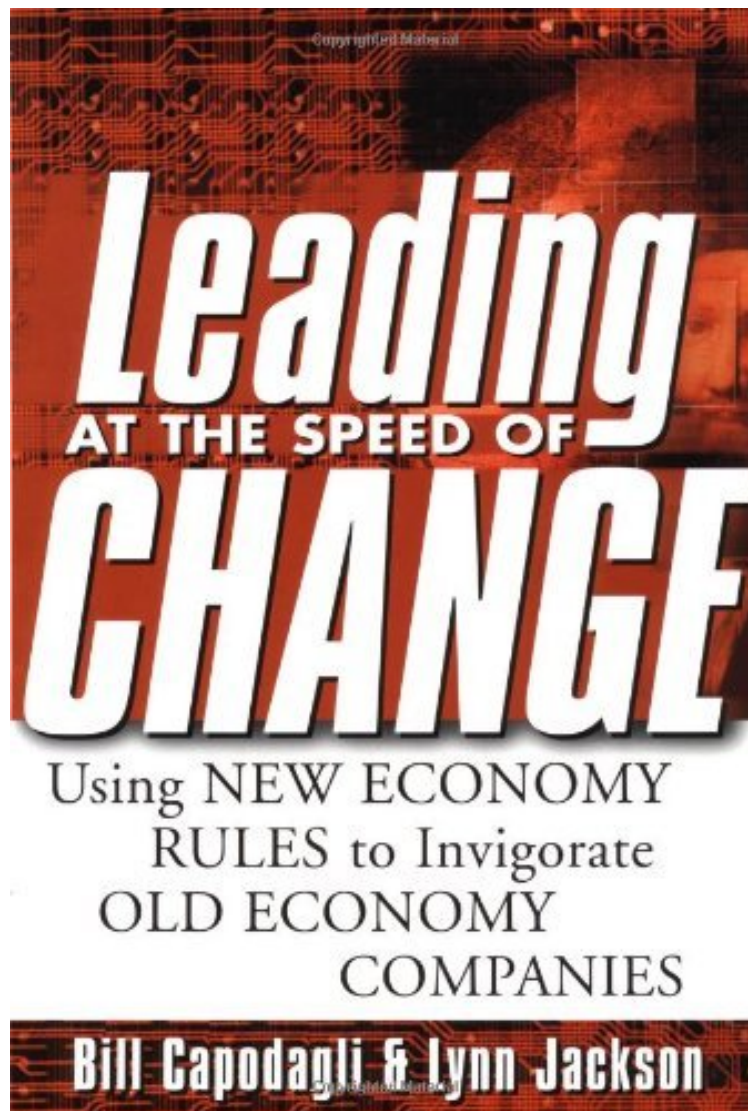


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## **Leading at the Speed of Change: Using New Economy Rules to Transform Old Economy Companies**

*Bill Capodagli, Lynn Jackson*

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**Bill Capodagli, Lynn Jackson : Leading at the Speed of Change: Using New Economy Rules to Transform Old Economy Companies** before purchasing it in order to gage whether or not it would be worth my time, and all praised *Leading at the Speed of Change: Using New Economy Rules to Transform Old Economy Companies*:

1 of 2 people found the following review helpful. A Tale of Two Cultures, indeed!By A CustomerIn *Leading at the Speed of Change*, Capodagli and Jackson combine artful storytelling with hard hitting facts about ATT and its prize

division, ATT Solutions. The book begins with a flashback to 1993, where ATT vet Rick Roscitt had a profound vision. And from this creative burst of business energy he, and a team of 12, pioneered Solutions into a model that can potentially alter the way things are done throughout all of ATT. In a time where ATT bashing is the norm, it was refreshing to read this book and find a bright spot. But don't think that Capodagli and Jackson were blind to what was happening just down the road. In fact, they pay considerable attention to the impending break up, and what CEO Michael Armstrong and ATT could have possibly done to avoid this fiasco. In this chapter, I also found that it served as a wake-up call to any business. A small organization can falter as well (or perhaps more easily) from the same mistakes made by this telecommunications behemoth. Capodagli and Jackson rely on their management consulting background to provide criticism as well as prescriptive advice, breaking things down into eight simple, but essential, categories: Vision, Values, Alliances, Acculturation, Predictable Problems, Failing Forward Fast, Quintessential Teams, and Customer Intimacy. For those of you unhappy with the status quo, from the corporate CEO to the small business owner, *Leading at the Speed of Change* is a must read. 0 of 1 people found the following review helpful. It's a page-turner; it's a business book: It's both. By A Customer Enjoy this book. Be gripped by it. Learn from it. I did all three. *LEADING AT THE SPEED OF CHANGE* is a different kind of business book: it almost reads like a novel. It's a riveting tale of vision, courage, and perseverance, with action guides after each chapter to nail the main points and help you be the hero of your own business story. Authors Capodagli and Jackson cheer Rick Roscitt and his maverick ATT Solutions team as they Dream, Believe, Dare, and Do their way to phenomenal start-up success. ATT CEO Mike Armstrong is praised for blessing and nourishing the breakaway unit, and he is also fairly and frankly assessed for re-shaping the corporation into a global communications one-stop shop, and then recently dividing it into four parts. Throughout, Capodagli and Jackson are passionate but clear-eyed observers, and masterful teachers, too. This will be no surprise to readers of their previous books *THE DISNEY WAY* and *THE DISNEY WAY FIELDBOOK* which established their business-as-show business approach. In the close, overstuffed warehouse of business books today, Capodagli and Jackson are a welcome and invigorating breath of fresh air. 0 of 2 people found the following review helpful. It's a page-turner; it's a business book: It's both. By A Customer Read this book. Enjoy it. Be gripped by it. Learn from it. I did all three. *LEADING AT THE SPEED OF CHANGE* is a different kind of business book: it almost reads like a novel. It's a riveting tale of vision, courage, and perseverance, with action guides after each chapter to nail the main points and help you be the hero of your own business story. Authors Capodagli and Jackson cheer Rick Roscitt and his maverick ATT Solutions team as they Dream, Believe, Dare, and Do their way to phenomenal start-up success. ATT CEO Mike Armstrong is praised for blessing and nourishing the breakaway unit, and he is also fairly and frankly assessed for re-shaping the corporation into a global communications one-stop shop, and then recently dividing it into four parts. Throughout, Capodagli and Jackson are passionate but clear-eyed observers, and masterful teachers, too. This will be no surprise to readers of their previous books *THE DISNEY WAY* and *THE DISNEY WAY FIELDBOOK* which established their business-as-show business approach. In the close, overstuffed warehouse of business books today, Capodagli and Jackson are a welcome and invigorating breath of fresh air.

Energize a traditional bricks-and-mortar company with lightning-fast e-business spirit -- and results Traditional brick-and-mortar companies' competitive survival in the New Economy depends on learning how to think, act, and perform like the most agile of today's light-speed, dotcom enterprises. *Leading at the Speed of Change* shows the way. Based on extensive interviews with key players, this book takes you behind the scenes to describe how one global giant, ATT, has risen to the challenge. You'll learn how ATT Solutions, under the direction of entrepreneurial superstar Rick Roscitt, grew from a dream to a \$5 billion enterprise in less than five years. A road map through today's exciting e-business revolution, this challenging, compelling landmark book serves up a template old-line companies can use to rethink, redesign, and reengineer their design processes, factory floors, supply chains, and distribution channels --and meet the changing demands and opportunities of the new Internet economy. Don't miss this guide's powerful lessons on how to infuse any organization with the spirit, creativity, swiftness, and growth of the best dotcom companies.

From the Back Cover Proven Strategies to Energize Traditional Bricks-and-Mortar Companies With Lean, Lightning-Fast e-Business Spirit and Results *Leading at the Speed of Change* describes how to transform old business stability into e-business success. This behind-the-scenes story of the creation and fast-track growth of the ATT Solutions networking division reveals how any organization can retain and build on its proven strengths while learning how to think, act, and perform like the most agile of today's light-speed, dotcom enterprises. "Keeping an energetic spirit alive in a large company is a difficult challenge. *Leading at the Speed of Change* lays out a clear, concise plan of action for large companies to remain agile, adapt quickly to changes, and encourage the creativity of the entire team." - H. Ross Perot, CEO, Perot Systems "Leading at the Speed of Change is a collection cutting edge of thoughts founded on timeless leadership philosophies of success; a must read for any organization today!" - Ken Blanchard, coauthor of *The One Minute Manager*; and Gung Ho! "While spending five years with ATT Solutions and Rick Roscitt, one thing that rings true is that we could and we did get things done. And we had fun

doing it!nbsp; One of the keys to our success was the great communication within our organization, and I do believe Rick made the difference." - David D'Innocenzo, SVP/COO, American General Information Services  
Limitless access to information...expanding global markets...24/7/365 business demands...technological advances... In 1994, veteran ATT executive Rick Roscitt saw all of the above; and sensed a once-in-a-lifetime opportunity. The business world was globalizing, creating an exciting, potentially enormous market for IT network outsourcing. Roscitt looked around him at ATT and saw; already in place; the services, products, and technological expertise that could be used to provide network management and communications outsourcing for other client companies. All Roscitt needed was for people to share in his vision; and stake their reputations alongside his to help turn that vision into reality. Backed by a maverick 12-person team, Roscitt has played the central role as ATT Solutions grew into a \$5 billion enterprisewith 10,000 employees in 60 countries; that has brought the adrenaline rush of today's dotcom revolution into the staid hallways of ATT. Having seen this dream spring to life, Roscitt is already climbing his next mountain; ATT Business Services. What is your e-business dream? And more important, what mountains must you climb to achieve it? Leading at the Speed of Change offers powerful lessons on how to infuse any organization with the spirit, creativity, and growth of a dotcom company. From big picture, corporatewide innovations to minor, but important, details; like how to design workspaces to accommodate today's e-business requirements; Leading at the Speed of Change draws on candid interviews with key players at ATT plus the expert analysis of celebrated management consultants and corporate biographers Bill Capodagli and Lynn Jackson to discuss: The new-economy strategic alliances, team-focused approach, and vision adopted by ATT Solutions How ATT Solutions stood apart, creating its own identity while benefiting from the market strength of ATT Details of the division's successes with IBM, Citibank, MasterCard, and other leading global partners On one hand, Leading at the Speed of Change is a highly entertaining, step-by-step look into the development of ATT Solutions. But in reality, it represents a road map through today's exciting e-business revolution. Challenging and compelling, this landmark book provides a template for old-line companies on how to rethink, redesign, and reengineer their design processes, factory floors, supply chains, and distribution channels; and meet the changing demands and opportunities of the new Internet economy. About the Author William Capodagli and Lynn Jackson are founders of Capodagli Jackson Consulting. They are popular keynote speakers around the world, as well as consultants to Fortune 500 companies, and frequent contributors to professional training and management journals.