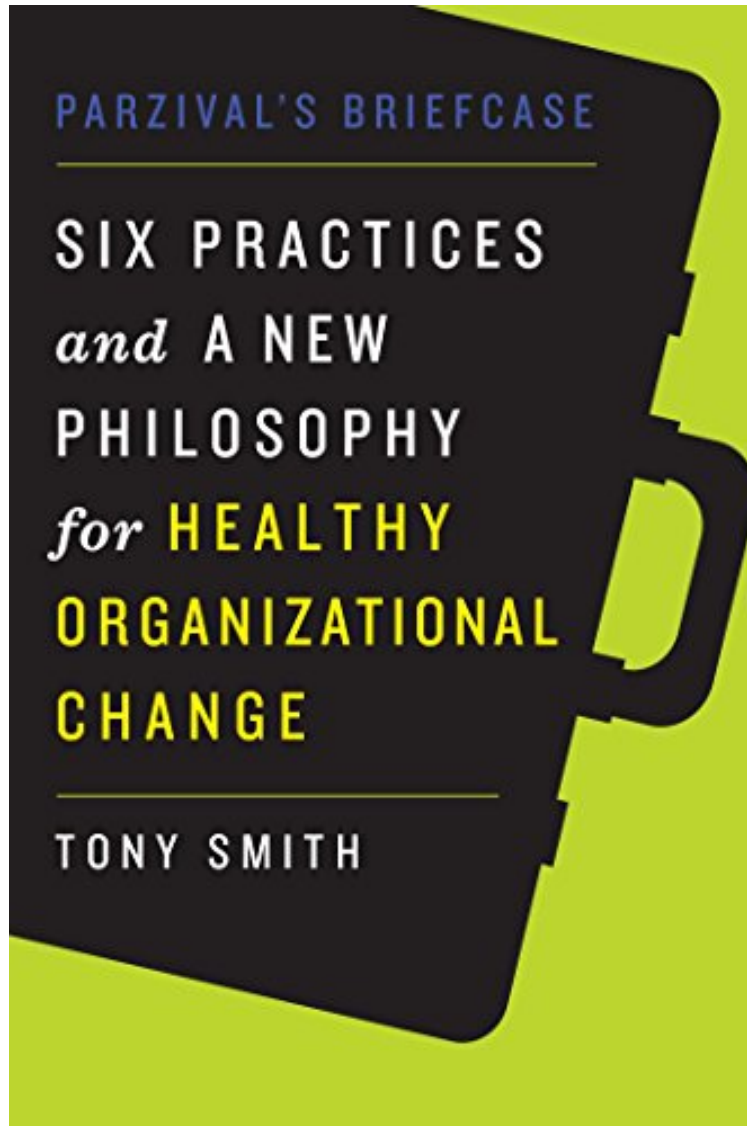


Parzival's Briefcase: Six Practices and a New Philosophy for Healthy Organizational Change

Tony Smith

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Tony Smith : Parzival's Briefcase: Six Practices and a New Philosophy for Healthy Organizational Change before purchasing it in order to gauge whether or not it would be worth my time, and all praised Parzival's Briefcase: Six Practices and a New Philosophy for Healthy Organizational Change:

Everyone talks about the need to restructure organizations to meet new challenges, but until now no one has developed

an effective approach to ending employee burnout and "business as usual." Parzival's Briefcase presents a revolutionary but simple strategy: the starting point for change is individual integrity and personal responsibility. Whether the organization is a corporation or a single department, a government agency or a small business, there are six basic practices for adjusting to change; practices that work for everyone in an organization who needs to be understood, motivated, and included on the team. Parzival's Briefcase combines mythology, philosophy, and business theory in its solutions. Just as Parzival in the medieval myth had to learn about himself before he could complete his quest, you must begin today's quest by knowing and trusting yourself. This unique book equips the modern Parzival with a briefcase filled with essential strategies for producing lasting change.

From Library Journal Organizational change is a topic of interest to many people, as evidenced by the best-selling status achieved by books like Tom Peters's *Liberation Management* (LJ 11/1/92). Another title might therefore seem unnecessary, yet Smith, a business consultant, has produced an interesting work with an unusual perspective. Blending elements of history, philosophy, and mythology, and spicing his prose with numerous real-life examples, Smith uses the legendary hero of Parzival to show that organizational change only occurs with personal change. Smith's "new philosophy" is based on six practices: one must have a vision; intentions must be understood; work must be executed with integrity; life should be experienced fully; expression should be stressed; and relationships must be based on knowledge. This book will interest readers wanting a fresh approach to the topic.- Robert Logsdon, Indiana State Lib., Indianapolis Copyright 1993 Reed Business Information, Inc.