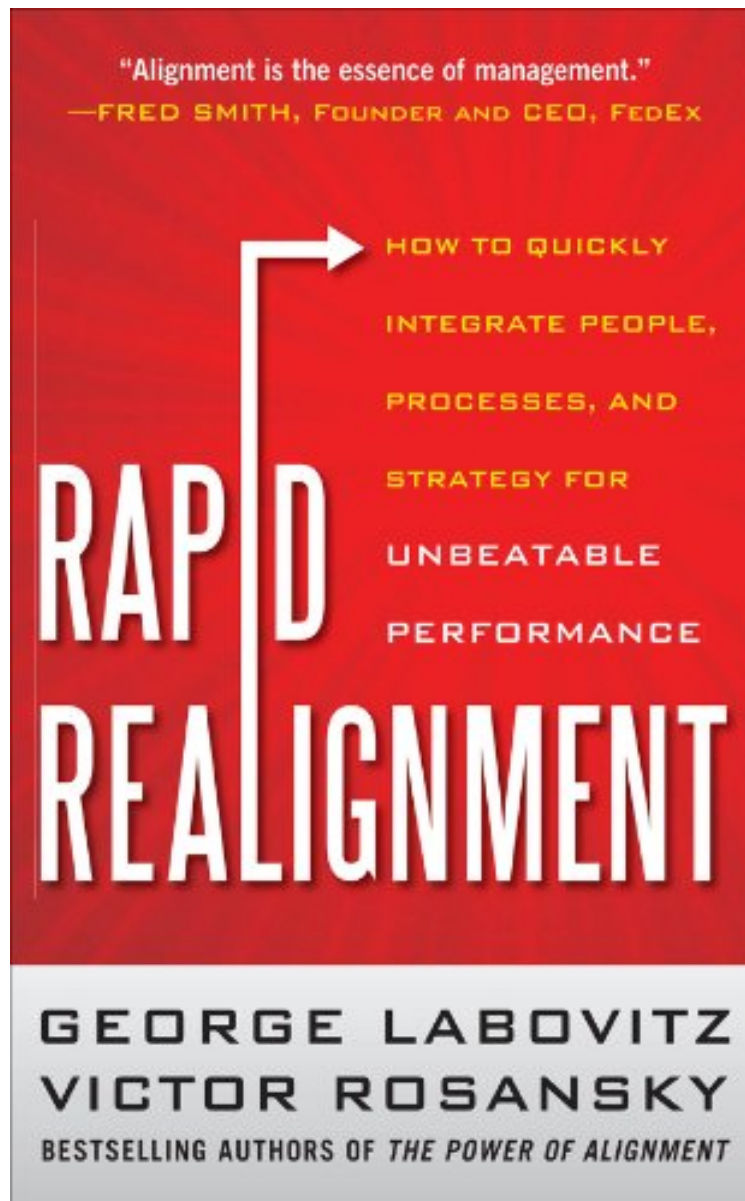


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Rapid Realignment: How to Quickly Integrate People, Processes, and Strategy for Unbeatable Performance

George Labovitz, Victor Rosansky
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George Labovitz, Victor Rosansky : **Rapid Realignment: How to Quickly Integrate People, Processes, and Strategy for Unbeatable Performance** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rapid Realignment: How to Quickly Integrate People, Processes, and Strategy for Unbeatable Performance:

4 of 4 people found the following review helpful. Book review; Rapid RealignmentBy tim vanderpyl's blogBook Review: Rapid RealignmentJune 10, 2012 Leave a commentAlignment is one of those intuitive things that is easy to write about but much harder to practice. Of course HR, Finance, Communications, Operations, and Sales should be aligned towards the same goals/directions. No one is going to argue they should not be. But many organizations are full of silo-ed departments that are not aligned, and that creates numerous difficulties for them as these departments pull the organization in varied directions simultaneously. George Labovitz and Victor Rosansky recently published a book specifically on the subject of realignment. In Rapid Realignment: How to Quickly Integrate People, Processes, and Strategy for Unbeatable Performance, Labovitz and Rosansky build on their previous best-selling work and provide many practical ways for leaders to realign their organizations. The book is broad in scope, and touches on numerous organizational issues such as social media, continuous quality improvement, culture, employee engagement, strategic planning and many more. Each of the aforementioned topics could be a book in themselves, and that broad scope dilutes its usefulness a bit. The authors do cite a number of case study stories, and I loved those. These short anecdotal stories bolster their thoughts and research by providing pragmatic examples of continuous alignment. I just wish they would have expanded those more as we could have learned much from the alignment efforts of the companies they researched. I especially enjoyed the social media chapter and their thoughts on how companies can bolster their vertical and horizontal alignment by harnessing the power of social media. It was a thought-provoking, engaging, and well-written chapter on the subject. They did not just rehash what we already know about social media and provided some depth to the ongoing conversation of what organizations should actually do with these advancing social technologies. A leader can't simply decree "Thou shalt align" to his organization and expect it to magically align. Rather, leaders must engage in continuous conversations throughout the organization. Social media has given leaders powerful tools to do that more effectively, but it has also made organizational communication more slippery to understand. The examples they cite from WalMart and PWC really help readers understand how some companies are using social media technology to align their organizations. Overall, I did enjoy the book, and it is an extremely useful tool for a leader to align his or her strategies. Advanced leaders may read this and then look for more detailed or deeper information on specific topics to further bolster those strategies. That is fine, since we have to start from somewhere. Labovitz and Rosansky provide that starting point and definitely provide a useful contribution to the literature on alignment. Note: I have no affiliation with the authors and purchased this book myself. Labovitz, G. Rosansky, V. (2012). Rapid Realignment: How to Quickly Integrate People, Processes, and Strategy for Unbeatable Performance. New York: McGraw-Hill. Rapid Realignment: How to Quickly Integrate People, Processes, and Strategy for Unbeatable Performance0 of 0 people found the following review helpful. Elegant guide to getting a strategy implementedBy Vic RConcepts are relevant in many business situations. Users are finding it simple to use to develop strategies and implement them by organizing around a "main thing."1 of 1 people found the following review helpful. Rapidly Readable Book about Business StrategyBy J. T. MorrisThis is a book about the basics of business strategy and the need for alignment, or, "re-alignment." I would recommend this for anyone in management, especially non-MBA's.

The alignment tools you need to win in today's complex, fast-paced business world. In The Power of Alignment, Labovitz and Rosansky showed us that organizational alignment was essential for success. They helped us focus on mission accomplishment while driving out cost. In Rapid Realignment they show us again how great leaders are working alignment every day! —ADMIRAL VERN CLARK, former Chief of U.S. Naval Operations. What are the enablers of business success? A clear plan, effective execution, and a willingness to adapt quickly are important, but the big enabler is talented, engaged, aligned people. Rapid Realignment makes the case in a compelling way and provides a toolkit for creating organizational alignment. —KEN FREEMAN, Dean, School of Management, Boston University, and former CEO of Quest Diagnostics. When it comes to integrating care across two organizations, alignment is critical to success. —DR. JAMES MANDELL, CEO, Children's Hospital Boston. Building on a set of core principles, Rapid Realignment provides a flexible and relevant toolset to help organizations quickly and effectively assess and make adjustments to direction. —FRANK H. SCHNEIDER, III, Executive Vice President, CFO and CIO, Jockey International, Inc. Rapid Realignment gives managers the tools they need to navigate today's ever changing business climate. —JOHN PATRICK, CEO, Farmington Bank From the authors of the bestselling book The Power of Alignment When Vern Clark became the Chief of Naval Operations in 2001, he made alignment one of his top five goals for the Navy. He also made George Labovitz and Victor Rosansky's pioneering book, The Power of Alignment (1997), required reading for every admiral. Under Clark's leadership, the U.S. Navy underwent one of the greatest—and most successful—organizational transformations in its 200-year history. Now, Labovitz and Rosansky introduce the highly anticipated follow-up to their groundbreaking book: Rapid Realignment. The business world has changed dramatically since 1997. With the pace of technological, competitive, and social change increasing at an amazing rate, the difference between winning and losing today lies in a company's ability to adapt and stay focused. Rapid Realignment gives you the insights and tools you need to ensure that strategy, customers, processes, and people work seamlessly together in the service of customers and that they continually

realign in the face of change. The authors provide everything you need to know about: Engaging employees at every level with the "Main Thing" of your business Linking strategy and organizational processes Bringing the customer voice inside your company through social media Using social media and digital technology to quickly identify points of misalignment at any level Creating the "Enterprise Effect"; Case studies from a broad array of companies, including FedEx, Quest Diagnostics, the U.S. Navy, Dana Farber/Children's Hospital Cancer Center, Farmington Bank, and others clearly illustrate the authors' methods, demonstrating that they work in any industry. Rapid Realignment provides a practical blueprint for "wowing" customers and reaching peak organizational performance—no matter what today's turbulent world throws your way.

About the Author DR. GEORGE H. LABOVITZ is the founder and CEO of ODI, an international management training and consulting company, and professor of management and organizational behavior at the Boston University Graduate School of Management. VICTOR ROSANSKY is cofounder and president of LHR International, Inc. He has more than 25 years of experience as a consultant, helping Fortune 500 clients to drive rapid strategy deployment and alignment.