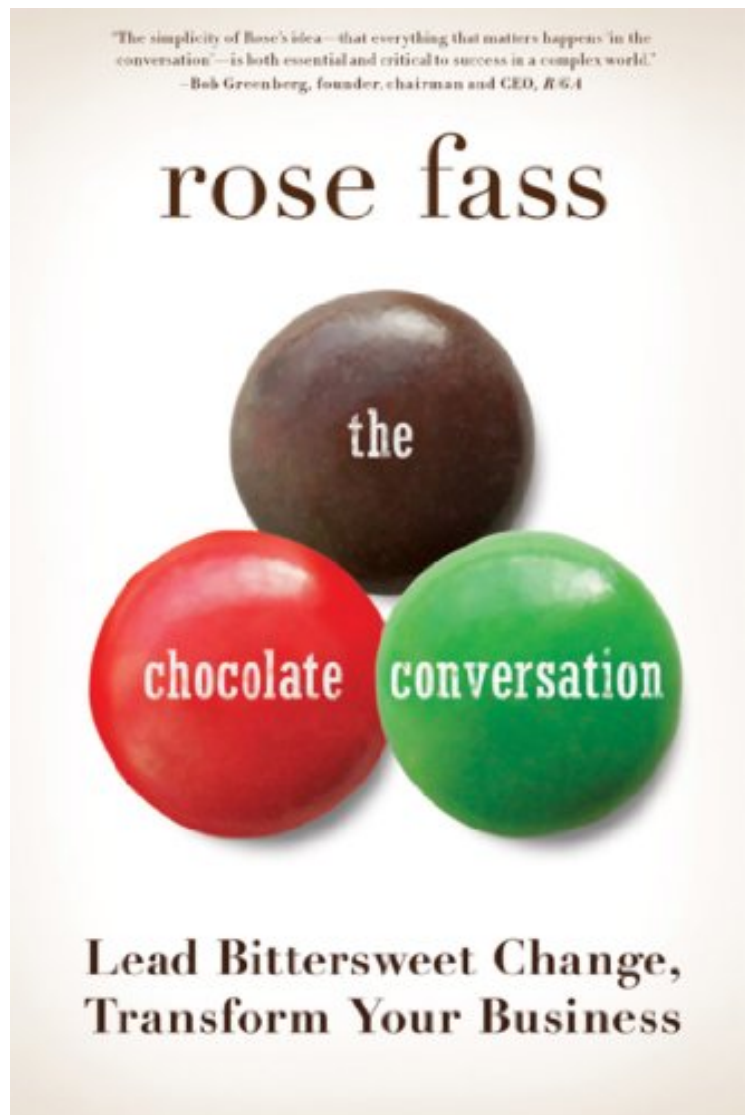


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The Chocolate Conversation: Lead Bittersweet Change, Transform Your Business

Rose Fass

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Rose Fass : The Chocolate Conversation: Lead Bittersweet Change, Transform Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Chocolate Conversation: Lead Bittersweet Change, Transform Your Business:

1 of 1 people found the following review helpful. This book will change the way you leadBy BGHIf you are a leader, this book will change the way you think about culture and communication inside your organization. You will start to notice "chocolate conversations" all around you mdash; and when you do, this book will help you resolve them and get

each member of your team speaking the same language. I have shared the author's story about "chocolate conversations" with every business leader I have met since I first read this book, and they all have been blown away by the power of this analogy. They immediately recognize the sort of cultural and communicative disconnects that Fass describes in their own organizations, and I am sure you will as well. But "chocolate conversations" and how to get beyond them are only one part of what this book is about. Fass also offers important advice for companies that are dealing with mergers and acquisitions on how to build a common culture, and she provides valuable lessons for organizations dealing with "bittersweet change." A must read for anyone interested in changing culture and changing minds!

1 of 1 people found the following review helpful. Captivating and actionable
By chammRose Fass has never been at a loss to captivate an audience and has done it this time in her book "The Chocolate Conversation". Who could take a seemingly simple concept like chocolate and turn it into a story that can lead a business leader through a thought process associated with transformation? And, whether it be a transformation that is large in scale for a company; or a division, a business unit, a team.... it pulls out the basics and provides clear direction on what to consider. You understand why you're not alone, and how to proceed beyond what may be your comfort zone. The beauty is, it is what we all know, but may never have known how to act on. Being relevant, listening instead of "tell and sell", clarity of the message demands that we reach deep inside and truly think through and know ourselves and our direction. Transformation becomes less intimidating and can become a rewarding art of creating something new.

1 of 1 people found the following review helpful. Catchy title but even better book
By Robert KirkI have to be honest, the title of the book was genius and I still find the analogy strange after reading the book but the content of the book is well worth the read. Fass has a great writing style that is no nonsense and direct to the point. She has sprinkled so many pearls of wisdom throughout the book and her lessons on leadership are invaluable. I would recommend this book to anyone in the leadership role and there should be more than a few ideas that can really elevate your game.

The single factor that determines success or failure in big business today is conversation. Great leaders use public and private conversation to send a clear message, cultivate a common worldview, set high standards and reachable goals, and uncover concerns that can undermine an organization. So what conversation are you, as a leader, having with your team? Experienced change consultant Rose Fass explains how too often we think we're having the same conversation—about "dark chocolate," for instance—only to be referring to three different things: milk, white, or bittersweet varieties. She shows us how to first establish common ground that leads to an effective discourse for addressing relevance, growth, and scaling; the three most important issues she sees in business today. In a light-hearted and humorous way, Fass shows how leaders can avoid a meltdown and instead drive transformation through the way they communicate in a language that all stakeholders can understand.

Rose Fass is the undisputed master of organizational dynamics, and this book proves she has the bead on what it takes to transform companies and brands in these challenging times. The simplicity of her idea—that everything that matters happens in the conversation—is both essential and critical for success in a complex world. Read the book, join the conversation, and bask in Rose's wisdom, as I've done many times in my career.

(Bob Greenberg, founder, chairman and CEO, R/GA) "My senior leadership team was formed through acquisitions, restructuring, and a compelling need to reinvent our business. We had a clear mission, or so we thought. Instead our team was fragmented and we needed help. In walks a dynamic, insightful woman asking us to define chocolate?! It triggered a conversation that led us to recognize that past victories would not take us into the future—and to instead frame a unified strategy and focused actions. We got the job done. When I assumed my next executive leadership role, the first call I made was to that same dynamic woman, Rose Fass, for my next "chocolate conversation."

(Karen T. Cone, general manager, Worldwide Financial Services, Microsoft) "Rose Fass is a skilled practitioner of the thoughts, ideas, and concepts she writes about in this outstanding book. The Chocolate Conversation is not a pie in the sky reading. Her conversations with you throughout these pages are full of rich insight that will strip away the fluff and demonstrate that meaningful organizational change is rooted in multi-level, cross-functional conversations. Rose's book underscores the old maxim: if you don't like change, you are going to like irrelevancy even less."

(Thomas A. Kayser, author of Mining Group Gold and Building Team Power) "The Chocolate Conversation is a must-read and field manual for anyone setting out to change their company from the heart and hand of the master change maker herself, Rose Fass. Rose's warmth and wit, down-to-earth style, and galvanizing authority is on every page. Run, don't walk, to get your copy of this delightful and wildly informative book."

(Kevin Allen, founder and CEO, re:kap, and author of the WSJ best-seller The Hidden Agenda: A Proven Way to Win Business and Create a Following) "Rose Fass has written a remarkably rich book that carries the reader along swiftly, easily, and enjoyably from cover to cover. In just two hundred pages, the author shows her experienced judgment on to reframe thinking and conversations, and incites her readers to take action."

(Peter Koestenbaum, PhD, founder and chairman of PiB and the Koestenbaum Institute) "True brilliance is not about developing complex theories or pontificating about piles of research reporting out on what has already happened. True brilliance is

about simplifying complex issues and harnessing people's energy to change the world. In that light, *The Chocolate Conversion* is simply brilliant. Rose brings her experience, inherent intellect, and frankly raw talent forward in this book. She is a strategist, motivator, and business leader. She brings clarity to chaos, finds solutions to big business problems, and most importantly drives and delivers results. Putting the tools delivered in this book into action will be the single most important business investment you can make in the coming years. (Martha Delehanty, Senior Vice President, Human Resources, Verizon Enterprise Solutions) "I know Rose and, boy, do I know chocolate. Together they hold a conversation that will change you and your company. In today's world, laden with so many know-it-all books full of the same old promises, Rose Fass' insights beg us to have a dialogue that reframes our thinking and 'talk times' to get people to act." (Albert Gaulden, founding director, The Sedona Intensive™ and author of *You're Not Who You Think You Are*)

About the Author Rose Fass is the founder and CEO of fassforward consulting group and does specialized coaching for leaders in the executive suite. She has over 35 years of corporate experience in technology and consumer-based industries. During her career she has opened new businesses, acted as a general manager with full PL responsibility, and led major corporate transformations. As the Chief Transformation Officer at Xerox Corporation she enabled acquisitions, diverse cultures, and operating units to develop and execute the enterprise strategy. Prior to starting fassforward consulting group, Rose was a corporate SVP at Gartner where she was responsible for the operational business strategy and strategic management system. A dynamic speaker, Rose is frequently invited to speak at private and public sector events and has been a guest on CNBC. Rose has a bachelor's degree from Boston University's School of Management and completed the Advanced Executive Studies Program at Harvard Business School.