

## Viral Change The Alternative To Slow Painful And Unsuccessful Management Of Change In Organisations By Leandro Herrero 15 Jul 2008 Paperback

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### Viral Change The Alternative To

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### Viral Change: The Alternative to Slow, Painful and ...

Viral Change is also reminiscent of "Roses and Rust: redefining the essence of leadership in a new age" by Australians David Clancy and Robert Webber (Business & Professional Publishing, 1995). They argued that organisations were like gardens to be tended rather than Meccano sets that could be assembled and dissembled at will.

### Amazon.com: Customer reviews: Viral Change: The ...

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### Viral Change: The Alternative to Slow, Painful and ...

Viral Change: The Alternative to Slow, Painful and Unsuccessful Management of Change in Organisations Leandro Herrero Meetingminds Publishing , 2008 - Business & Economics - 387 pages

### Viral Change: The Alternative to Slow, Painful and ...

VIRAL CHANGE™ is the alternative to slow, painful and unsuccessful management of change in organisations. The traditional model is linear: big change needs a big set of initiatives cascaded down via big communication programmes.

### Viral Change (TM)

Viral Change is the alternative to slow, painful and unsuccessful management of change in organisations. As an Associated Practice, E AND H are now accredited to conduct Viral Change™ programmes in conjunction with Viral Change LLP and The Chalfont Project.

### Viral Change™ - E and H Consulting

Viral Change™ is the alternative to slow, painful and unsuccessful management of change in organizations Disruptive Ideas 10+10+10=1000: the maths of Viral Change that transform organizations

### Viral Change

There is an alternative way to install change and shape a new culture, which we call Viral Change™. Several principles sustain this different and successful approach: 1. Behaviours take priority. There is no change unless there is behavioural change. Change in processes and systems but with people continuing to act like before is not real change.

### An introduction to Viral Change - The Chalfont Project

Viral Change™ is a way to create large scale change in organizations and society by the combined power of non negotiable behaviours, peer to peer influence, informal social networks, stories and distributed leadership ( with 'backstage' of the formal top-down leadership). The methodology, the philosophy behind and the working principles have been described in books

### Viral Change™ by Dr Leandro Herrero | The Chalfont ...

Viral Change™ must not be a formally labelled 'Change Management Programme' 9. Viral Change™ is neither top-down nor strictly speaking bottom-up, but multi-centric and distributed across the organisation. 10. Stories are the best currency of change. Story-capture and story-telling is key to Viral Change™ . 11.

### The 15 key Viral Change™ principles | Leandro Herrero

Leandro is a former psychiatrist, he runs his own consultancy called The Chalfont Project Limited, and he's written several books, including Viral Change: The Alternative to Slow, Painful and Unsuccessful Management of Change in Organizations. This book is very interesting because it turns a lot of conventional wisdom upside down, so I'm hoping to unpack some of those notions with Leandro today.

### Leandro Herrero, Viral Change: The Alternative to Slow ...

Leandro, 2006, Viral Change: the alternative to slow, painful and unsuccessful management of change in organisations, meetingminds, UK. strategic objectives and a big number of actions and implementations. 2.

### CHANGING THE WAY WE THINK ABOUT CHANGE

Viral change: The alternative to slow, painful, and unsuccessful management of change within an organization.

### How to Enable Viral Change - CBS News

Viral Change: The alternative to slow, painful and unsuccessful management of change in organizations really liked it 4.00 avg rating — 2 ratings — published 2006

### Leandro Herrero (Author of Viral Change)

Viral Change is presented as "the alternative to slow, painful and unsuccessful management of change in organizations." To achieve this, it takes the power of the informal organization seriously.

### Viral change and informal coalitions - Informal coalitions

Amazeowi is an excellent alternative to Viral Launch for beginners or others who want to start with a free package but can evolve as needed. This gives pretty accurate results and the only minor inconvenience is the lack of customer service.

### Top 10 Best Viral Launch Alternatives: Which Is Better ...

The book is a continuation of Viral Change™ : the alternative to slow, painful and unsuccessful management of change in organisations, published in 2008 in its second edition. Homo Imitans is self-contained. If you have read or followed Viral Change™ , it will be logical to continue with Homo Imitans.

### Homo Imitans

Cultural change is a painful, long-term process with no short-term results Viral Change(TM) provides a completely different framework for change. It is based on recent 'discoveries' across disciplines such as network and behavioural sciences. It shows how a combination of the right language and frame, a small set of non-negotiable behaviours ...

### Viral Change: 8601406212565: Business Development Books ...

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