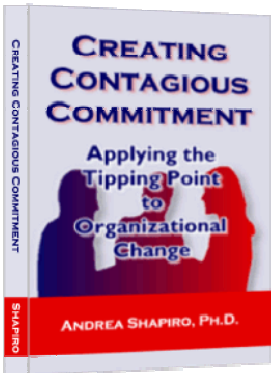


Creating Contagious Commitment

Applying the Tipping Point to Organizational Change

By Andrea Shapiro, Ph.D.



Researchers tell us that 50 to 85% of change initiatives in organizations fail. They fail not for lack of need or technical excellence but for underestimating the effect that change has on people and people have on change.

Organizational change is fundamentally a change in people. It may include new technology or

processes or organizational structure, but organizations only change when people in them change, when people think differently about their work and approach their jobs in new and creative ways.

200 pages • Over 20 illustrations • Dozens of examples • ISBN 0-9741028-0-6

Info or buy at: CreatingContagiousCommitment.com

The Tipping Point is a brilliant computer model of change initiatives as they unfold in large, complex organizations. Change agents need to be informal, keenly aware of the different needs of different types of people, and committed to their purpose. This book shows what to do and what happens along the way, both in the model and in real life.

—**Art Kleiner, author, Who Really Matters and The Age of Heretics**

[The] innovative methods used for introducing the concepts of organizational change to employees are both fun and creative. What really stands out with this book is its accessibility; its direct applications to the world of work; and its practical strategies for effectively managing organizational change.

—**M. Shields, Ph.D., School of Business, Christchurch College of Education, New Zealand**

At last! A book that gives us a concise overview of organizational change management plus a practical approach for action. How many times have we heard about projects that fail because of inadequate change management? Finally, a practical, cost-effective solution via the Tipping Point simulation. Bravo!

—**Helen Sims, Vice President, InfoSENTRY Services, Inc.**

The Tipping Point is an exciting new computer simulation that helps leaders understand how to create an environment that supports people making change. It is a dynamic and systemic model of positive change that is inspired by lessons learned from organizational theory, systems thinking, and public health. Rooted in real world experience, it can lead to lasting results

Creating Contagious Commitment builds on the diverse resources in the Tipping Point simulation to shed further light on change. It simultaneously provides a solid foundation and helps the reader to think out-of-the-box to create contagious, sustainable change.

Illustrations and examples of change initiatives bring the concepts to life and make it easy for the reader to apply them immediately to his or her own change initiative.

Few authors get down to the nitty-gritty business of how to do change right. Shapiro takes managers, change agents and would-be-champions right down to where the rubber meets the road. She shows that success is no accident and that all of us can drive change more effectively.

—**Carol Willett, VP, Applied Knowledge Group, Inc.**

For the first time, it is feasible for the majority of change initiatives to succeed! ... An articulated and accessible approach to exploit the Tipping Point model and uncover the levers of change in your organization.

—**Tim Dempsey, President, TimDempseyConsulting**

Finally, Shapiro breaks through years of psycho-babble and change-speak with practical, grounded steps to gain employee acceptance of change. Much like bringing Doppler weather radar to the ancient Greeks, her model immediately dispels the silly HR superstitions so many leaders worship.

—**George Smart, MBA, CEO, Strategic Development, Inc.**

This book is a starting point for anyone involved with leading or driving a business change. Once you have a sense of the levers that are key to spreading change, you will be ready to consider your business change in a far more realistic light.

—**Roger J. Bushnell, Business Performance Specialist**

Dr. Andrea Shapiro has worked with Fortune 500 companies for over twenty years. Her unique perspective stems from experience in software development, business modeling, management, and organizational learning and development. She designed the Tipping Point computer simulation, which applies her broad perspective to change. *Creating Contagious Commitment* helps readers apply the Tipping Point model to meet today's business challenges.

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