



Change Management für Dummies (German Edition)

Alexandra Schichtel

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Unternehmen stehen vor allem in Krisenzeiten vor der Aufgabe, sich Veränderungen inner- und außerhalb des Unternehmens zu stellen, um ihre Existenz langfristig zu sichern. Alexandra Schichtel zeigt in "Change Management für Dummies" Entscheidern, Erleidern, Engagierten und Interessierten am Thema Change Management, was Veränderungen für die Organisation und die Menschen darin bedeuten, wie Sie mit Ängsten umgehen können und als Führungskraft Betroffene für die Veränderung gewinnen, welche Haltung und zentralen Tools Sie als Projektleiter für die Steuerung von Change Prozessen benötigen und wie Sie sich als Mitarbeiter in der Veränderung erfolgreich neu orientieren und einbringen können. Die Autorin erklärt zunächst, wodurch fundamentaler Veränderungsbedarf entsteht, was einen Change Prozess ausmacht, wie dieser Führungskräfte und Mitarbeiter betrifft. Die Autorin zeigt auf, wie Sie mit dieser Situation persönlich umgehen können und welche Rolle jede Hierarchiestufe einer Organisation für die erfolgreiche Veränderung hat. Schritt für Schritt führt Alexandra Schichtel Sie dann behutsam durch die Phasen der Veränderungen und zeigt, worauf Sie achten sollten, damit Sie und Ihre Organisation die Veränderung erfolgreich bewältigen. Dabei geht es ihr vor allem darum, Sie in der Change-Situation handlungsfähig zu machen: Sie verstehen, was um Sie herum passiert, und gewinnen so Kontrolle und Steuerung. Dazu bekommen Sie viele Hinweise an die Hand, mit denen Sie Ihren individuellen Changeprozess und damit Ihren eigenen Weg durch das Change Management gestalten können.

Change Management ist Handwerk, nicht Hexenwerk. Dieses Buch macht Mut und jeden in seiner Rolle wieder handlungsfähig - gerade in turbulenten Zeiten.

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