



Managing Transitions: Making the Most of Change (People Skills for Professionals)

William Bridges

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Directed at managers and employees in today's corporations, where change is necessary to revitalize and improve corporate performance, this guide addresses the fact that it is people that have to carry out the change. It not only talks about what should be done, but also shows how to do it, giving managers practical ways to bring everybody "on board". Armed with this new information, managers will look at future changes in a new way, no longer anxious and hopeless, but rather looking at the opportunities. Wherever an organization makes a change, its people have to deal with: first, an ending; then, with a time in between the old and new that Bridges calls "the neutral zone"; and then, with a new beginning. William Bridges, the author of "Jobshift: How to Prosper in a Workplace Without Jobs", talks about what is going on inside the people who have to make the change work; and provides a sense of the emotional impact of change, and what can be done to keep it from disrupting the entire organization.

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