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Who or What Is Killing Change?

“A most unique way of looking at change.
What the world needs now is change that works.”

—Spencer Johnson, M.D.,

author of *Who Moved My Cheese?* and *Peaks and Valleys*

Solving the Mystery of
Leading People Through Change

Who Killed Change?



Ken Blanchard

#1 New York Times Bestselling Coauthor of *The One Minute Manager*

John Britt

Judd Hoekstra and Pat Zigarmi

www.whokilledchange.com

Nearly 70 percent of all change initiatives fail. That's why most organizations never realize the benefits they hoped for with their new software implementation, re-engineering initiatives, or training programs. It doesn't have to be this way. Most change efforts get derailed or fail for predictable reasons. But many leaders aren't aware of these reasons and make the same mistakes again and again. Solving this problem is now more important in today's flailing economy.

In **WHO KILLED CHANGE?: Solving the Mystery of Leading People Through Change** (*William Morrow; On Sale May 26, 2009, \$21.99; Hardcover*), business guru and #1 *New York Times* bestselling coauthor of *The One Minute Manager*, **Ken Blanchard**—and coauthors **John Britt**, **Judd Hoekstra** and **Pat Zigarmi**—offer a refreshing new twist on the business parable, using a murder mystery to teach organizations how to master the perils and opportunities of change.

So, who or what is killing change? **Ken Blanchard's** delightful whodunit answers this question as it introduces a Columbo-style detective, Agent Mike McNally, who's investigating the murder of yet another Change. One by one, Agent McNally interviews prime suspects that everyone will recognize from their own workplace. And in the end, Agent McNally solves the case in a way that will inspire readers to become effective Change Agents in their own organization.

This unique business book reveals that one of the main reasons change initiatives fail is that change leaders do not surface and address the concerns of those being asked to change. In addition, leaders do not get their people involved in the process and allow them to influence it. A common reason cited for not including people in the change is that the change sponsors believe that people are naturally resistant to change. Instead of involving them in the process, it seems smarter to "sell" them on the benefits of changing as a way to overcome their resistance. This is misguided. The reality is that people are not so much resistant to change as they are resistant to being controlled. When organizations try to sell change to people affected by the change instead of involving them and addressing their concerns, they doom their change initiatives to failure.

This engaging business parable is sure to help organizations, businesses and business people alike in navigating the dangerous waters of today's economy. When its easy-to-comprehend constructs are put into practice, **WHO KILLED CHANGE?** can be a surprisingly useful tool in developing leadership capabilities and improving measurable results.

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WHO KILLED CHANGE?
Solving the Mystery of Leading People Through Change
by **Ken Blanchard, John Britt, Judd Hoekstra and Pat Zigarmi**
William Morrow; On Sale May 26, 2009
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Contact: Shelby Meizlik, 212-207-7466, shelby.meizlik@harpercollins.com

What Kills Change

- While many things can go wrong during a change initiative, change fails for predictable reasons and most of these can be traced back to ineffective leadership.
- Most change leaders want to do a good job, but they do not know what a good job looks like. Consequently, the results achieved are far less than what was envisioned at the outset.
- Effectively leading people through change means motivating them to work together as a high performing team, not as independent pieces of the puzzle.
- To drive commitment, and not just compliance, leaders need to be aware of people's predictable concerns with change and expand opportunities for the involvement and influence of those being asked to change. As they say: People don't resist change; they resist being controlled.
- *Who Killed Change?* invites readers to quickly assess what's working and what's not working within their real change initiatives. Readers can use the questions and practical recommendations in the concluding chapter to develop a practical plan of action.

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Authors:

Ken Blanchard is an international bestselling author and motivational speaker whose books, including *The One Minute Manager*, *The One Minute Entrepreneur*, and *Leading at a Higher Level*, have sold more than eighteen million copies in thirty languages. He lives in San Diego, California. For more information, go to www.kenblanchard.com or visit Ken's blog at www.howwelead.org.

John Britt has provided change guidance to a number of large organizations over the last twenty years. He is a partner with Mountjoy and Bressler, LLP, where he continues to provide change leadership management consulting. He lives in Louisville, Kentucky.

Judd Hoekstra is one of The Ken Blanchard Companies' experts in leading change and coauthor of its Leading People Through Change program, as well as coauthor of *Leading at a Higher Level*. He also leads high-performing teams for some of Blanchard's strongest client partnerships.

Pat Zigarmi is a founding associate of The Ken Blanchard Companies, where she currently serves as vice president for business development. She is the coauthor of *Leadership and the One Minute Manager* and *Leading at a Higher Level*.

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