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Viral Change: The Alternative To Slow, Painful And ...

12. Viral change™ as methodology consists on the tailored combination of activities or interventions around the previous principles which create faster and more sustainable change. In a nutshell it entails (a) the uncovering and articulation of a small set of ('non negotiable')...

The 15 key Viral Change™ principles | Leandro Herrero

Viral Change: The Alternative to Slow, Painful and Unsuccessful Management of Change in Organisations. Most conventional 'change management' programmes fail.

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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

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Viral Change: The alternative to slow painful and ...

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 organisations. The traditional model is linear: big change needs a big set of initiatives cascaded down via big communication programmes.

Viral Change (TM)

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

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 ...

Viral Change (TM) by Dr Leandro Herrero

The Viral Change™ Mobilizing Platform provides the conditions for sustainable, large scale behavioural and cultural change. Pick your goal: a customer-centric culture, one that focuses on safety, a culture of effectiveness or of innovation, or 'a global culture' able to succeed across geographic boundaries.

Viral Change - large scale behavioural and cultural change ...

We can now see how Viral Change™ is very different from the standard 'me-too change management programme'. In the standard, conventional way, a big set of actions, communicated to all, more or less at the same time, at all management levels, is expected to reach every corner of the organization and produce change.

CHANGING THE WAY WE THINK ABOUT CHANGE

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Viral Change 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.

Resources on Viral Change™

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.

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Viral Change (TM): 'Talk therapies' don't work here.

When we change the process/system, people will change their behaviour . Changes need to come from the top and filter down . Big changes need big actions . Cultural change is a painful, long-term process with no short-term results Viral Change(TM) provides a completely different framework for change.

Viral Change: 8601406212565: Business Development Books ...

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. If not, Homo Imitans is also a good starting point in its own merit.

Homo Imitans

How to Enable Viral Change. By Lori Deschene ... People used to not complying with norms will be even worse at accepting change. Viral change: The alternative to slow, painful, and unsuccessful ...

How to Enable Viral Change - CBS News

The cause, titled "Petition to Make Kobe Bryant the New NBA Logo," first appeared on Change.org hours after the 18-time All-Star died on Sunday, January 26. As of Tuesday, January 28, the ...