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Sacred Cows Make the Best Burgers: Developing Change-Ready People and Organizations [SACRED COWS MAKE THE BEST BURG]

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CHANGE. For most of us, change in a work context means more - more work, more uncertainty, more mistakes, more anxiety and a more emotionally-charged work environment. And for good reason! Change brings about times of flux. Times when the future is uncertain, and the payoff unknown. But here's the ultimate truth - change is one of two things; either reactive or proactive. Change is not an option. It hasn't been in over 25 years. Change is the lifeblood of your business. To keep ahead of the competition - both as an individual and as a part of an organization - you must be changing; as quickly and as intelligently as you can. Competition is fierce like never before. For those who resist change - those who feel the anxiety and uncertainty of change weighing down on them - these are unhappy times. Business landscapes are changing at breakneck speeds, and show no signs of slowing down. In fact, the rate of change seems to be speeding up. Here's the good news. Change doesn't have to be anxiety ridden. It doesn't have to be more work, and while it will almost always be emotionally charged, what if Change brought feelings of passion and excitement rather than fear and resistance? In their landmark book, Sacred Cows Make the Best Burgers bestselling authors Robert Kriegel and David Brandt explore the cause and effects of Change in the workplace, and lay out beautifully - wittily and with major impact - how to develop change-ready people and organizations. Starting with you.

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