

(Ebook pdf) Change or Die: The Three Keys to Change at Work and in Life

Change or Die: The Three Keys to Change at Work and in Life

Alan Deutschman

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Alan Deutschman : Change or Die: The Three Keys to Change at Work and in Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised Change or Die: The Three Keys to Change at Work and in Life:

4 of 4 people found the following review helpful. Brilliant BookBy CustomerBrilliant book. If you have ever wondered how lasting change can take effect, then read this book. It is chocked full of well researched examples and case studies to make the theories come alive. Clearly, it demonstrates the importance of individual ownership where rather than being told to change you discover the value of this through emotional attachment to a support group,

repeated exposure to new ideas and concepts allowing you to re-frame and see a new future, or way forward. Being part of an appropriate mastermind group would be an ideal structure to support the changes advocated in this book. Thanks for the inspiration. Highly recommended. 2 of 2 people found the following review helpful. "It doesn't matter if you know what to do, if you can't do what you know." By DW The main lessons I am taking away from this book is that knowledge isn't always power, especially when it comes to making life choices, even ones that seem like they would be easy and obvious to make. Having facts that offer light on the numerous benefits of altering a behavior isn't enough for people to make the change and that the old school tactics of coercion, force or fear to have them change rarely work and if they do, the changes don't usually last too long. "people don't resist change, they resist being changed." I have experienced this on both sides, as a coach trying to help others benefit from change and I have also deflected others efforts when they have tried to teach me something that may have helped me. By putting up my "self defense" mechanisms and reverting back to old habits and ways of doing things that were comfortable or by seeing the ways others input could benefit my opportunities. I had a couple of problems, one with the stereotypes the author generated around people born into 3rd generation poverty and two with some of the generalizations in the book which made me question a couple of his points and /or statistics (I want to do some follow up research on my questions to help answer them) but this didn't stop me from enjoying the book and getting the message as well as the lessons I can use to help myself and people I interact with. 1 of 1 people found the following review helpful. Meet the challenge before it's too late! By William B. Bangs What if someone you believed and trusted told you that you had two choices: change something about the very core of who you are, or die? Could you do it? In this frank, down-to-earth book Deutschman first advises that you're probably kidding yourself if you answer "yes," but then goes on to show why we all must learn to be just this flexible, and also how to do it. Using case studies which range from the boardroom to the prisons (both legal and internal) in which we often find ourselves trapped of our own making, Deutschman offers three "keys to change," and provides as much hope as he can that YOU TOO CAN DO THIS. Essential reading for business leaders as well as those who just want to improve their own lives, but don't have the first idea about HOW to get started or if they have any real hope of succeeding.

Change or Die. What if you were given that choice? If you didn't, your time would end soon—a lot sooner than it had to. Could you change when change matters most? This is the question Alan Deutschman poses in *Change or Die*, which began as a sensational cover story by the same title for *Fast Company*. Deutschman concludes that although we all have the ability to change our behavior, we rarely ever do. From patients suffering from heart disease to repeat offenders in the criminal justice system to companies trapped in the mold of unsuccessful business practices, many of us could prevent ominous outcomes by simply changing our mindset. A powerful book with universal appeal, *Change or Die* deconstructs and debunks age-old myths about change and empowers us with three critical keys—relate, repeat, and reframe—to help us make important positive changes in our lives. Explaining breakthrough research and progressive ideas from a wide selection of leaders in medicine, science, and business (including Dr. Dean Ornish, Mimi Silbert of the Delancey Street Foundation, Bill Gates, Daniel Boulud, and many others), Deutschman demonstrates how anyone can achieve lasting, revolutionary changes that are positive, attainable, and absolutely vital.

About the Author Alan Deutschman is a senior writer at *Fast Company* and the author of two previous books, *The Second Coming of Steve Jobs* and *A Tale of Two Valleys*. He lives in Atlanta, Georgia, with his wife. From AudioFile Brian Keeler's narration of this cutting-edge advice on change couldn't be more enjoyable or impressive. Pausing or quieting his voice for emphasis, he misses no nuance and conveys a natural engagement with the author's analytic writing. After a hard-hitting and succinct introduction, Deutschman systematically explains nine facets of personal change. Integrating findings from a variety of disciplines, his strategies are innovative and seamlessly supported by riveting business stories. His stories and analysis stay close to the heart by encouraging continuous curiosity about the self. Listen and learn how to realistically embrace your realities, find inspiration and support from others, behave consistently with your intentions, and be constantly aware of opportunities for learning and growth. T.W. Winner of AudioFile Earphones Award copy; AudioFile 2008, Portland, Maine-- Copyright copy; AudioFile, Portland, Maine