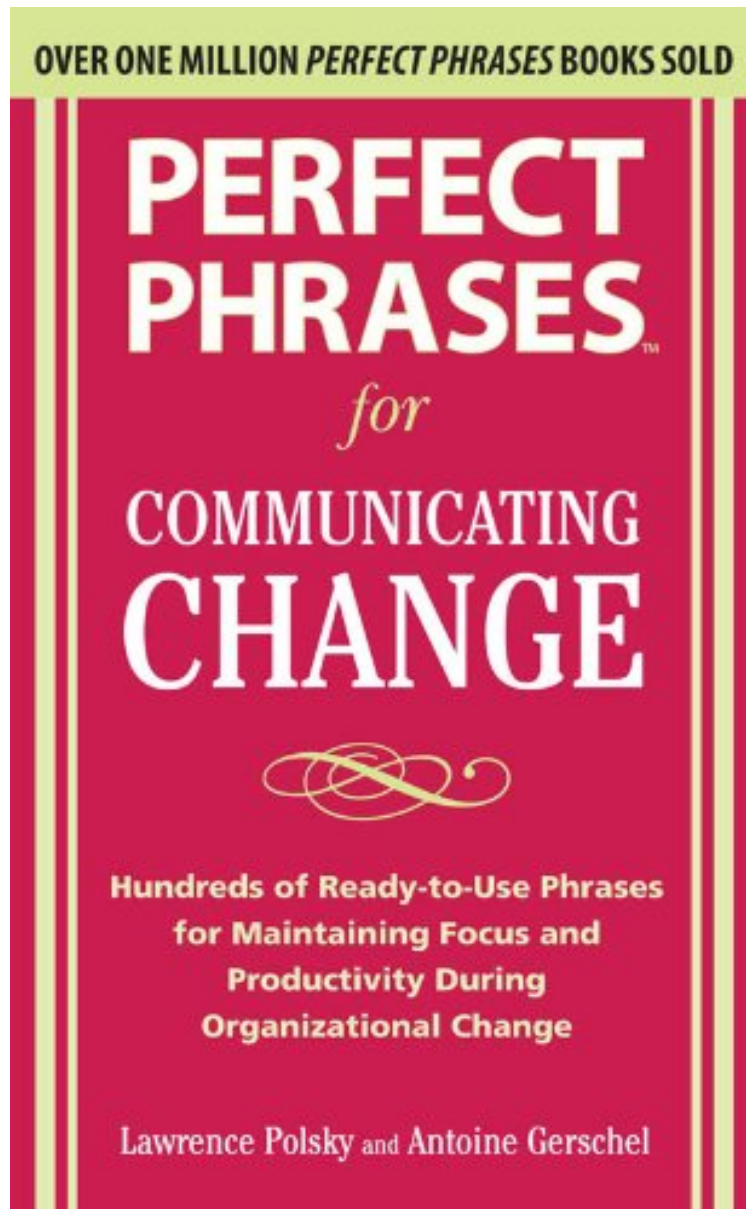


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Perfect Phrases for Communicating Change (Perfect Phrases Series)

Lawrence Polsky, Antoine Gerschel
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Lawrence Polsky, Antoine Gerschel : Perfect Phrases for Communicating Change (Perfect Phrases Series)
before purchasing it in order to gage whether or not it would be worth my time, and all praised Perfect Phrases for Communicating Change (Perfect Phrases Series):

1 of 1 people found the following review helpful. Communicate Change EffectivelyBy Zachariah Atteberry,
CCBCHow are you at communicating change with coworkers, friends, and family? Can you tell them what you want

without become apprehensive or saying what you think then leaving without feeling like you actually tried? How about trying to announce a change to your team only to have the whole discussion back fire? These scenarios are common but they don't have to be for you. This book teaches you how to communicate change to people in a way that motivates them to action and gives them the fuel they need to move forward and upward. You need this book in your life if you are in any type of customer service job, management job, or teaching job. I highly recommend this book.

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By AlexUm, fer those that dont always know what to say. And if you do know what to say, these books give you great ideas about much more to say in a professional manner.
1 of 1 people found the following review helpful. Action oriented book that I will be able to use on the job today!
By Kathleen ZietI selected this book based on a recommendation of a friend from college. The timing was perfect as I am involved in a large change management project for my company. I was recently promoted, so I am also dealing with additional new roles and responsibilities in the Business Process Management department. The "Perfect Phrases for Communicating as a New Leader" section helped me to understand what my team would be expecting of me, and the tools to communicate our overall strategy and objectives. Many of the book's examples gave a starting point for enabling difficult or challenging conversations, and for that, I am glad I have a trusted resource in "The Perfect Phrases for Communicating Change" to turn to. Thanks Larry and Antoine!

THE RIGHT PHRASE FOR EVERY SITUATION . . . EVERY TIME Employees respond to organizational change with worry, fear, and sometimes even panic. Your job is to keep them motivated and focused; so you must choose your words carefully during times of upheaval. *Perfect Phrases for Communicating Change* has hundreds of ready-to-use phrases for ensuring your employees make the transition with clarity, commitment, and skill. Learn the most effective language for:

- Articulating new company initiatives
- Responding to questions with confidence
- Easing employees' fears
- Clarifying roles and responsibilities
- Addressing resistance and performance problems
- Praise for

Perfect Phrases for Communicating Change "Perfect Phrases for Communicating Change is a wonderful book, filled with practical, solid advice, suggestions, and examples for how to communicate effectively in a time of change."
John Krajicek, Executive Professor and Assistant Director of Business Communication Studies, Texas AM University

"Communication during organizational change is everything. The right words at the right time can make all the difference between a successful and unsuccessful change initiative. This is a wonderful resource for finding the right words and sentiments to convey any type of change."
Robert J. Marshak, Ph.D., author of *Covert Processes at Work: Managing the Five Hidden Dimensions of Organizational Change*

"Finding the right words to communicate change is challenging, even for the best of managers. In this user-friendly text, Lawrence and Antoine provide hundreds of practical phrases to better prepare managers for the task. The book is rich with insightful suggestions on change messaging considerations and construction."
Edward Ferris, Assistant Professor, The New School for Management and Urban Policy

"In my over 20 years of running companies and corporate divisions I have seen a direct correlation between the quality of communication of my managers and their success in the business world. If you aspire to be an effective, efficient, and productive leader then I highly recommend this book. It is an outstanding reference guide and road map for pragmatic yet inspirational communication techniques."
Mitch Pisik, President and CEO, Breckwell Products

About the Author Lawrence Polsky and Antoine Gerschel are managing partners at PeopleNRG, a change-management consultancy firm in Princeton, NJ.