



Rapid Transformation: A 90-Day Plan for Fast and Effective Change

Behnam N. Tabrizi

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Profound organizational transformation takes years and, in most cases is unsuccessful, right? Not according to change expert Behnam Tabrizi. In Rapid Transformation, Tabrizi shows you how to rapidly accomplish successful transformational change in your firm. Based on ten years of research into more than 500 leading companies including 3M, IBM, GE, Nissan, Apple, Bay Networks, Verisign, HP, Best Buy, and Non-Profits --this book demystifies fast, effective change and lays out a clear roadmap for achieving it.

Tabrizi's Rapid Transformational model enables you to analyze your company's specific challenge, develop a new course of action, and carry out the plan. Moreover, you apply the model in parallel with the normal workings of your organization--so you don't have to put your company on hold for the sake of the change effort.

With its detailed recipe and insightful stories from actual corporate reinventions, this book defies long-held assumptions about change and provides a practical and immediately actionable guide.

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