

Book Review: "Taming the Dragons of Change in Business" By Richard G. Stieglitz, PhD

Change is everywhere and you should expect more! Both sides promised it in the Presidential election. Citizens are screaming for it after the near collapse of the economy; and they also want changes in energy policy, health care, global warming, and the war in Iraq - the list seems endless.

It is not surprising that executives wonder how to use such changes to propel their business to success in today's global markets. Business expert and author Richard (Dick) Stieglitz (www.dickstieglitz.com) knows after thirty-five years helping business and government leaders how to make change work in complex environments.

He publishes a monthly e-letter called "The Change Challenge" and has channeled the lessons into his new book, "Taming the Dragons of Change in Business" (Acuity Publishing).

Stieglitz uses insightful stories about success and failure to show readers how to THRIVE, not just SURVIVE, in today's rapidly changing business world. One of his astute observations is that change travels at the speed of light because in today's global economy we can talk to anyone, anywhere, at any time, about any topic.

It is an economy that values who you know more than your skills, intelligence, and education. If you want to expand your value in the business world, expand who you know and the ways you produce strategic value through relationships. Stieglitz tells us that if you and your organization just do your job, you risk finding that your job(s) have been out-sourced or off-shored to someone who will do it cheaper. He explains the rules of the relationship economy and tells you how to leverage relationships and change to your advantage.

"Taming the Dragons of Change in Business" is a must-read if you want to get the most from yourself, your ideas, and your relationships with customers, colleagues, competitors and suppliers.

The dragons he refers to are the emotional reactions and doubts you and your staff feels when an unexpected change occurs. They often cause you to resist essential changes or block the actions you need to take.

To "tame those dragons," Stieglitz offers ten tips for anticipating, embracing, and using change to achieve

success. A provocative and often amusing read, each tip is explained with a series of vignettes. Stieglitz is open about how he tamed his personal dragons to build a successful business, and he provides readers with practical techniques for spotting and taming their dragons.

Future Changes

Stieglitz also identifies ten "Future Changes" that could be major business opportunities for you and your organization

This book is strongly recommended for executives and managers who are leading change in their organization, or are considering a career change. Stieglitz says, "Too many people think change just happens, and all they can do is to react. If you are in that group, this book will change your beliefs and enable you anticipate change, embrace change, and use change to your advantage!"

Dick Stieglitz earned his PhD in nuclear engineering from Rensselaer Polytechnic Institute. He served ten years refueling submarines as a Naval Officer before moving into the corporate world where he became well known as the "Change Doctor." He achieved groundbreaking success with the change management methodology he pioneered to help Federal agencies (the largest business on earth) transform their business practices.

His diversified career includes executive positions in the computer and aerospace industries, as well as helping government and business leaders make change work. He recently sold his company to devote time to writing, consulting, and speaking. Stieglitz lives in the Washington D.C. suburbs with his wife, Mary Ellen.