

TRUE WEB SUCCESS

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Challenges of Change in Business! By Eugene Rivera

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

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