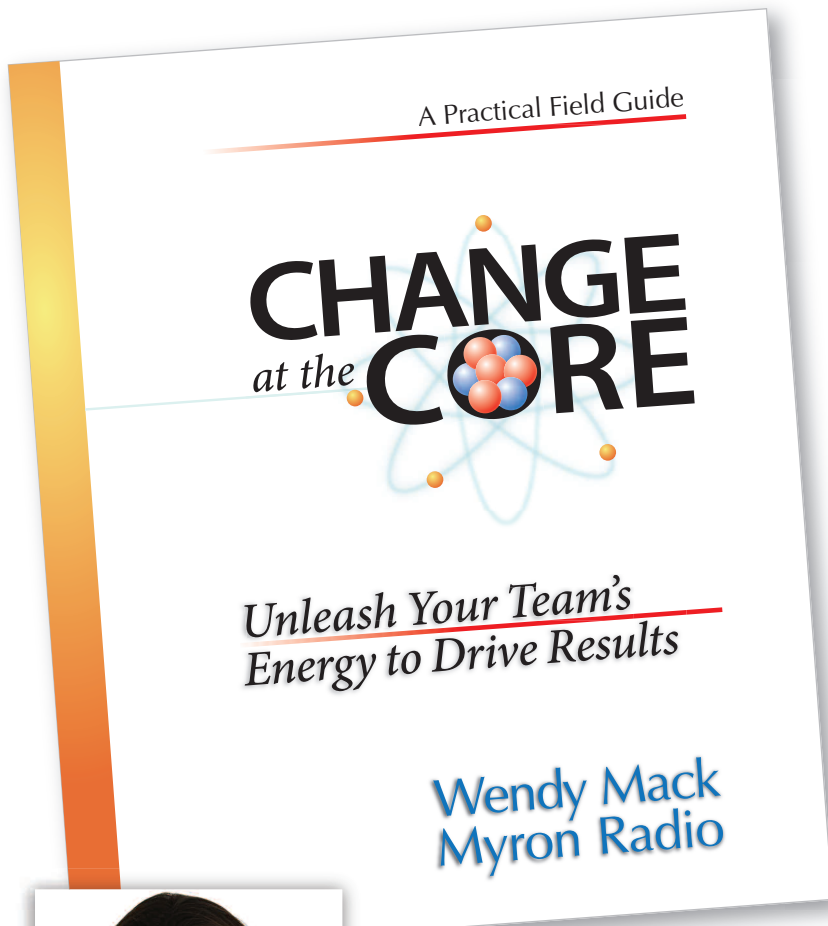


In business, **CHANGE** is a given. So, why do 70% of planned change efforts fail?

Wendy Mack and Myron Radio offer a revolutionary approach to change leadership.



- While you lead change in your organization—it's your employees who drive it.
- Individual commitment is the key to successful change.
- Overpowering resistance doesn't reduce problems—it simply hides them.
- Instead of imposing change from the top, successful leaders implement change from within.
- Understanding people's styles, passions, and mindsets helps you unleash energy for change.



Change at the Core offers a different approach to change management. In this practical book, **Wendy Mack** and **Myron Radio** introduce a process for leading change by leveraging the energy that is at the core of every person in your organization. Learn how to help your team members embrace and accelerate change efforts by understanding, connecting with, and unleashing each person's **style**, **passion**, and **mindset**.

"What a great find—a business book that is practical, well-researched and enjoyable to read! If you have ever wondered why people are resisting change, this book is for you. It helps you get inside people's heads and see things from their perspective."

~ Stephen J. D'Angelo, CEO & Co-Founder, Spring Lake Technologies

"Mack and Radio take on an important and timeless topic—powering change—in pragmatic terms. This field guide provides practical tools to help leaders unleash individual commitment and close the change gap."

~ John Malitoris, Regional Managing Director, Duke Corporate Education

www.ChangeAtTheCore.com