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Leading and Managing Change: Conversation with the Maestro

Avril Gan

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Leading and Managing Change: Conversation with the Maestro Avril Gan
Change is the only constant knocking on our doors consistently but what is inconsistent is the avalanche of often conflicting advice from the many books and articles on the subject available today. One main reason for that is that many of these were created to enrich their writers and were penned by non-practitioners who have never led or managed a change engagement of any noteworthy scale in their lives but who generate abstract, textbookish and academic theories while perched in their gilded cages or on top of their ivory towers. Their aim is to cash in on the subject of change and they seem gratified to confuse and obfuscate rather than to share and educate. Hardly surprisingly since change seems to be a fashionable buzzword these days and every Tom, Dick and Harry, Mary and Jane is fighting to climb on board the bandwagon. This book is based on an extended and candid interview - presented in a Q&A style - with Dr Michael Loh, an ex-IBM Executive Consultant, a published author and an acknowledged authority on the psychology of change. Dr Loh, who has academic degrees in psychology, communications and international business, had personally led almost all major IBM consulting projects in the Asia Pacific region involving monumental change. Here’s all you need to know about change straight from the source. Dr Michael Loh demystifies change in this informative, enlightening and entertaining book. He removes the superfluous and provides insight and tips on what really works.

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