

Viral Change set to infect change in organizations worldwide

Viral Change – the new book by Dr Leandro Herrero – will infect professionals at all levels in any organization with the desire for faster, more sustainable change

Most conventional 'change management' programmes fail and most more or less assume that the rational appeal to change (along with lots of communication and training) will be enough for people to change their ways. However, this assumption is wrong. People often continue to do things like before, and they see the slow, painful, intrusive and ultimately unsuccessful progress of these mammoth programmes' as just another passing trend.

So how can organizations change faster and more effectively? How can these massive (and often costly!) change management initiatives be avoided and extraordinary success still be achieved?

According to organizational consultant Leandro Herrero change is about to change... drastically. In his new book, ***Viral Change: the alternative to slow, painful and unsuccessful management of change in organizations***, Herrero reveals a fresh and unique angle to the issue.

Avoiding all the pitfalls of the conventional change management, ***Viral Change*** firmly puts behavioural change in the number 1 position. It provides a completely different framework for change, which will help any organization:

- to achieve change faster
- to achieve change more effectively and potentially more inclusively
- to achieve long-lasting change
- (not to mention, to avoid massive, costly change management programmes).

"As change is a constant factor in everyday life – including in organizations," Herrero says, "the traditional, massive communication programme cascading down and involving all management levels just doesn't make any sense at all. ***Viral Change*** is faster, far more effective and shows how change in organization can be like an internal infection of success."

Over the years, Herrero has personally developed and applied ***Viral Change*** in his consulting work and has seen that it works. Extremely well. By sharing this with the world, any organization can now be on the fast track to successful change.

Leandro Herrero, MD MBA FCFI FInstD, was a practicing psychiatrist for many years before holding senior leadership positions in top league business organizations. He is currently CEO of The Chalfont Project Ltd, an international group of organizational consultants, which he co-founded. Leandro Herrero has personally led multiple organizational and cultural changes by applying ***Viral Change***, the socio-behavioural approach described in this book. His previous books include *The Leader with Seven Faces*, also published by meetingminds.

Viral Change: the alternative to slow, painful and unsuccessful management of change in organizations

by Leandro Herrero

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