

Proven Method Demonstrates How to Quickly Create Organizational Change In New Book from Leandro Herrero

Leandro Herrero's new management book "Viral Change: The alternative to slow, painful and unsuccessful management of change in organizations" offers successfully tested revolutionary ideas for cultural change in the workplace.

London, UK ([PRWEB](#)) November 5, 2007 -- In a traditional model of organizational change, the change begins at the top, requires massive communication and is generally thought to be an incredibly long, cumbersome process. Leandro Herrero debunks these organizational change myths and provides a new model for rapid, significant cultural change in his groundbreaking book "Viral Change: The alternative to slow, painful and unsuccessful management of change in organizations" (ISBN 9781905776016, meetingminds, 2006).

The biggest mistake that many conventional approaches to organizational change make is a focus on changes in processes and systems, with the assumption that these will lead to change in people's behaviors. Herrero's model of Viral Change, however, focuses on changing people's behaviors first. His model was developed based on years of research and experience as a business consultant and practicing psychiatrist; it has seen significant, sustained, cultural changes in organizations occur within less than a year.

"I am interested in creating an internal infection of success, where success--in whatever form the firm defines it--becomes a fashion," Herrero says. "The process is viral, almost appearing random, not a sequential top-down communication and training program. The key to change is understanding how new ideas, new ways of working, spread."

"Viral Change" advocates a 'butterfly approach', where a small set of behaviors, endorsed, modeled and spread by a small number of people with some degree of influence, create a rapid diffusion of new ideas and subsequent sustainable change. As soon as the pattern set by the internal group of champions becomes visible, the new behavior tends to be established, Herrero says. All levels of managers and leaders will find a refreshing and original approach with "Viral Change", which holds the power to create effective and lasting cultural change within organizations.



About the Author

Leandro Herrero resides in the UK. He was a practicing psychiatrist for many years before holding senior leadership positions in several top pharmaceutical companies. He is the founder and leader of The Chalfont Project Ltd., an international consulting group of organizational architects, which focuses on organizational innovation, behavioral change management, leadership and human collaboration.

"Viral Change: The alternative to slow, painful and unsuccessful management of change in organizations" (ISBN 9781905776016, meetingminds, 2006) can be purchased through local and online bookstores. For more information, visit www.thechalfontproject.com. Publicity contact: www.readerviews.com. Review copies available upon request.