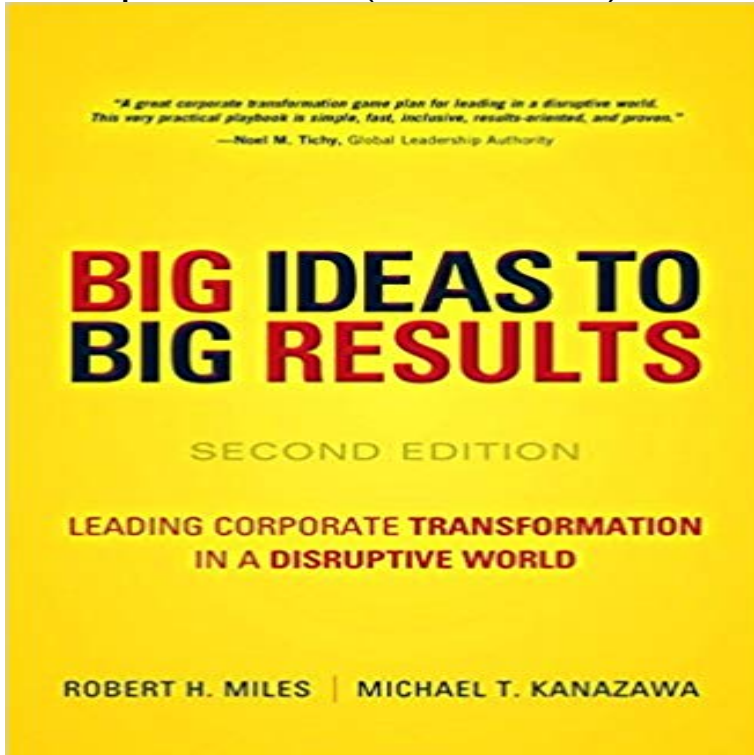


# BIG Ideas to BIG Results: Leading Corporate Transformation in a Disruptive World (2nd Edition)



A PROVEN, NO-NONSENSE, STEP-BY-STEP, RESULTS-DRIVEN APPROACH TO DRIVING CORPORATE TRANSFORMATION AND BREAKTHROUGH PERFORMANCE IN A DISRUPTIVE WORLD

Why do most corporate transformation leaders fail to achieve breakthrough performance? They make things too complex. They clutter it with jargon and confusion. They pancake new initiatives on top of old ones. They dither on the launch pad. They chase too many fads. And they fail to make it safe for leaders to lead the transformation at their own level. In short, they don't have a reliable corporate transformation game plan.

Whatever your corporate transformation challenge, whatever your role, Robert H. Miles and Michael T. Kanazawa introduce a simple, proven, results-driven approach that has underpinned some of the most successful corporate transformations of our time. Drawing on their experience as principal process architects working with dozens of CEOs and executive teams, and hundreds of senior executives and staff professionals, they show you how to develop a compelling and potent corporate transformation game plan that enables you to align your organization behind just a few core initiatives; bias your people toward speed; create leaders at every level; integrate in new disruptive tools to accelerate progress; and achieve traction and accountability in all phases of execution.

Whether you're a new CEO taking charge to transform your company, an executive redirecting a major business or function, or one of the hundreds of managers and thousands of employees trying to make sense of a transformation and contribute to it, this book will help you decipher the complexity, find your place on the transformation roadmap, and ensure that the effort rapidly reaches its intended

breakthrough results. A PROVEN, STEP-BY-STEP ROADMAP FOR TRANSFORMATION LEADERS FAST, SIMPLE, AND COMPRESSED

Corporate transformation and breakthrough performance without the confusion and complexity GEARED TO RAPIDLY ENGAGE THE FULL ORGANIZATION

To equip leaders at all levels to lead your transformation in an aligned and engaging manner FOCUSES EVERYONE ON DOING MORE ON LESS Generates focused execution and avoid layering initiative upon initiative to conquer organizational gridlock DESIGNED TO DISRUPT HOW TRADITIONAL TRANSFORMATION PROGRAMS ARE DONE

Introduces disruptive transformation competencies that drive innovation, growth, and a new way of activating change

Corporate transformation is tough work, but extraordinarily rewarding for all involved when led successfully. Somebody's got to do it, and do it well. What if that someone happens to be you? Where will you start? How will you frame your transformation game plan and lay out its roadmap? What will you do first, and who will you engage when in the enterprise? How will you keep it alive after the early excitement? And how will you make it part of your management process so that it can become a reliable core competency for rising to the increasing rate of disruptive transformation challenges facing your company? Now there's a breakthrough methodology to enable CEOs and executive leaders to rise to these corporate transformation challenges.

In this new edition of BIG Ideas to BIG Results, Robert H. Miles and Michael T. Kanazawa introduce a step-by-step guidebook for the Accelerated Corporate Transformation (ACT) methodology. A simple, no-nonsense process that is grounded in reality, inclusive of people, and oriented toward breakthrough results. A proven process that has guided some of the truly iconic corporate transformations of our time. Developing a competency in accelerated

transformations is essential in this world of disruptive innovation and competition not only for new CEOs and executive leaders, but also for managers and employees at all levels in an organization facing disruptive challenges and opportunities. BIG Ideas to BIG Results equips CEOs and executive leaders to successfully engage and overcome several pervasive corporate transformation challenges:

ENABLING NEW CEOS AND EXECUTIVE LEADERS TO TAKE CHARGE IN A RAPID, HIGH-ENGAGEMENT MANNER TO LAUNCH THE NEXT MAJOR PHASE OF THEIR ENTERPRISE.

EQUIPPING SITTING CEOS AND EXECUTIVE LEADERS TO SUCCESSFULLY TRANSFORM THEIR COMPANYS COURSE AND ACCELERATE GROWTH RAPIDLY DEPLOYING NEW STRATEGIC INITIATIVES TO ACHIEVE EARLY BREAK-THROUGH RESULTS

ENGAGING ALL MANAGERS AND EMPLOYEES IN A RAPID, HIGH-COMMITMENT MANNER, AND HOLDING THEIR ATTENTION

SMOOTHLY AND QUICKLY INTEGRATING MERGED COMPANIES

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