



Change Is Good: Creating Opportunity Amidst Uncertainty

Kevin Turner

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There is one constant in this world; Change. Yet why do we go to extraordinary lengths to resist and avoid change? Even when we know that the change will improve our situation, we are reluctant to proceed and much more willing to remain in our status-quo. Why do we do this?

We have Phineas Gage to thank for today's cutting edge knowledge about change. It is because of Phineas that we now know that change is not only possible, but in most instances, change is good. However, most of what we're taught about Change and Change Management is wrong because it attempts to explain change from the top, down.

Change is Good addresses the dilemma from the bottom, up. Change is Good strikes at the root cause of the Change dilemma; the individual person and their emotional reaction to change, or should we say the fear of change.

People who are good at the job of influencing others, whether they are leaders, managers, or parents, manage and influence emotions; their own and those of the people under their care. However, most people are extremely poor leaders/managers when it comes to managing emotions.

Change is Good gives you tools and walks you through three stages. First, an awareness of change, how it affects the human mind and why we resist its forces. Second, what change really consists of and how we can tap into its unlimited power for our own benefit. And third, inspirational examples of both individual and collective change.

History tells us that the human spirit has the ability to attain great things, but only if and as we embrace change. So, if you're not totally enthused about what you're doing, or where you are Change It! Read this book!

Known for his trademark systems in Accelerated Achievement, Kevin Turner is the President of TLS, an executive development and advisory consulting firm.

Kevin also serves on the Associate Board of SMU's Cox School of Business and is a mentor/coach to MBA students through SMU's Business Leadership Center.

Kevin's expertise is Accelerated Achievement™ leadership development, team dynamics, change management, and M&A integration.

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