



# Inside Change: Transforming Your Organization with Emotional Intelligence

*Joshua Freedman, Massimiliano Ghini, MBA*

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**Most change efforts fail.**

Not because of technology, systems, or finances -- but because people.

The solution doesn't require more IQ and rational thinking, it requires more EQ and emotional insight.

Organization change starts with people, and people change starting with emotion. Blending hard science and business acumen, INSIDE CHANGE offers a practical roadmap for integrating these radically simple ideas into organizational transformation.

"INSIDE CHANGE is a solid, powerful book for every leader. The typical business approach to change just doesn't work - this book will show you a better way."

**Alan Deutschman**, author of *Change or Die* and *Walk the Walk*

"INSIDE CHANGE provides a powerful and whole-minded approach to organizational transformation.

Blending cutting-edge neuroscience with rock-solid business logic, this book will change the way you lead.

**Daniel H. Pink**, author of *A Whole New Mind* and *DRIVE*

"If your business needs to go from discussing change to executing change this is a must read. INSIDE CHANGE will be your roadmap for results."

**Jeff Kinsley**, HR Director, FedEx LAC

"Ready?... Time for a change?"

Fire!... Use this book!

Aim... Armed with science, real world examples, and a deep understanding of the complex emotional web that defines us as individuals, INSIDE CHANGE is a mandatory 'People 101' course for all innovators, leaders, change agents, and everyone working to transform the future."

**Leigh Anne Cappello**, Vice President, Future Now, Hasbro, Inc.

"An excellent book that will help you understand the 'magic' of leadership; managing your EQ to facilitate positive change in organizations that would bring people along."

**Nehad Tadros**, Regional HR and Training Manager-GCC, ARAMEX (UAE)

"Finally, a book that integrates the basic human function of emotions into a viable action plan for organizational transformation! Its innovative step-by-step guide combines emotional intelligence and organizational change techniques providing leaders with an effective tool that will assist them in competing in a rapid-change global environment. INSIDE CHANGE should be required reading for leaders at all levels of an organization."

**Dr. Thomas G. Seiler**, JD, CPA, Professor of Accounting, College of Business, Franklin University

INSIDE CHANGE begins by laying out the challenge of organizational change and the three key obstacles

that derail 60-80% of change efforts. Then, it offers a solution backed by leading-edge neuroscience. In Part Two, the authors walk through the process, adding depth and clarity to the solution while offering an extensive 'recipe book' of action steps to facilitate each milestone of effective change. Finally, in part three, readers revisit the essential concepts and gain another set of tools to become more effective with the people-side of performance.

There are hundreds of books on change - what does INSIDE CHANGE add? It blends the rational and emotional domains, offering a way of planning and leading change that will compliment any methodology. It integrates 'change' and 'transition' into one cohesive model for the strategic and human dimensions to work together. And, finally, it provides practical, robust business thinking (including real-world examples) with the latest neuroscience. Taken together, INSIDE CHANGE is a unique view of this critical subject.

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