



**Here is what Donna Walsh said about this program in the November/December 2007 issue of Training Media Review**

*After I finished my test drive of John Kotter's Succeeding in a Changing World, my first thought was to write the shortest review in the history of Training Media Review. My gut instinct was to simply say:*

- 1. Buy it.**
- 2. It's John Kotter.**
- 3. It's terrific.**
- 4. What perfect timing!**

*I admit that last thought about timing was selfish. Please let me explain. My clients frequently need assistance with effectively dealing with change in their organizations. There is so much trepidation about change, and most organizations don't do such a great job of helping their employees to understand it, not to mention to buy into it.*

*John Kotter has been studying change for over 20 years. He is a professor at the Harvard Business School, he has written 15 books and numerous articles, and he is a top expert in the areas of leadership and change. If your work has to do with change and leadership and you aren't familiar with his work, run, don't walk, and get yourself up to speed.*

*This learning package covers the what, why, and how of change. It is easy to use, easy to understand, and provides a system for using the eight-step process for any organization that wants to embrace change as opposed to dealing with it—as if it were like having a tooth pulled.*

*Purchasing this program is an investment. Remember that you are buying the expertise of one of the leading experts on change. Also, this is a resource that lends itself to many other potential applications.*