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Neuroscience for Organizational Change: An Evidence-based Practical Guide to Managing Change

By Hilary Scarlett



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Neuroscience for Organizational Change: An Evidence-based Practical Guide to Managing Change By Hilary Scarlett

Understanding how employees' brains work enables organizations to build cultures, design structures and processes that help people to be more innovative, productive and engaged. This has lasting impact in terms of meeting business objectives and becoming an employer of choice.

We need to change the way we manage change in organizations: by understanding the brain we can do this better. Neuroscience brings a new lens through which to look at people and to understand why they react to situations in a certain way, what they need from work relationships to perform at their best, and how they might be better motivated. Neuroscience for Organizational Change not only provides evidence that will persuade the most sceptical of leaders but also provides many practical examples of how to apply the insights. The book provides a 'win-win': it will enable the organization to improve performance and also help to support the mental and emotional well-being of employees.

Amongst other areas, Neuroscience for Organizational Change explores why we find organizational change difficult and what we can do to keep people focused and performing at their best. It looks at our need for social connection at work, the essential role that leaders and managers play, how best to manage emotions and reduce bias to avoid making flawed decisions, and why we need communication, involvement and storytelling to help us through change. It also sets out a new science-based planning tool, SPACES, to enhance motivation.

Drawing on the author's successful masterclasses, Neuroscience for Organizational Change provides practical guidance and examples from big-name organizations such as Lloyds Banking Group, Department for Business, Innovation and Skills, Orbit Housing Group and BAE Systems. Each chapter includes checklists and questions to help the reader to reflect on what they might take away and apply to the specific context of their own organization.



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
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- Sales Rank: #928170 in eBooks
- Published on: 2016-02-03
- Released on: 2016-02-03
- Format: Kindle eBook

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Editorial Review

Review

"I learned a lot from reading this wise book – for my job, for my team and for myself. It just all makes so much sense. In these fiercely logical but friendly and practical pages, I found a clear and compelling argument for managing change in a more thoughtful, informed and ultimately human way. Because, at the end of the day, understanding what makes us tick unlocks so much for so many."

(Clare Barclay, Group Senior Manager *John Lewis Partnership*)

"Hilary Scarlett has produced a fascinating and accessible guide to the science behind our behaviour at work. Full of practical advice, this will be a useful book for anyone wanting to become a better manager, and for leaders with the vision to build a more positive workplace."

(Jo Swinson *Minister for Employment Relations and Consumer Affairs, 2012-2015*)

"This book is a great synthesis of scientific research and practical implementation. It enables readers to understand the science and then apply it to improve both their own performance and that of their teams."

(Vincent Walsh, Professor of Human Brain Research *University College London*)

"A practitioner's delight! Finally, a handy book that lays out the power of using neuroscience to rethink how organizations lead change."

(Samantha Rockey, Group Leadership Development Executive *SABMiller*)

"Engaged employees are fundamental to the success of organizations. If we can understand the brain better then we can better understand what motivates people and enables them to feel, and be, engaged at work. This book is an important contribution to the increasing focus on productivity and on employees' emotional and mental welfare."

(David MacLeod OBE, Co-Chair *Engage for Success*)

"A brilliant read for anyone leading change. This book really helps you understand how people tick and is packed full of practical advice to guide people through uncertainty and have change land successfully."

(Mairi Doyle *Director of Internal Communications, Bupa*)

"This is the most stimulating book I have read in a long time. It's essential reading for any leader who wants to understand and get the best out of their people."

(Colin Byrne, CEO *Weber Shandwick, UK & EMEA*)

About the Author

Hilary Scarlett is Director of Scarlett & Grey, a communications and change management consulting company. Her work concentrates on the development of people-focused change management programs, coaching, and employee engagement.

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Jesica Simon:

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