



Perfect Phrases for Communicating Change Perfect Phrases

By Lawrence Polsky

McGraw-Hill. Paperback. Book Condition: New. Paperback. 176 pages. Dimensions: 7.9in. x 4.9in. x 0.6in. THE RIGHT PHRASE FOR EVERY SITUATION . . . EVERY TIME Employees respond to organizational change with worry, fear, and sometimes even panic. Your job is to keep them motivated and focused so you must choose your words carefully during times of upheaval. Perfect Phrases for Communicating Change has hundreds of ready-to-use phrases for ensuring your employees make the transition with clarity, commitment, and skill. Learn the most effective language for: Articulating new company initiatives Responding to questions with confidence Easing employees fears Clarifying roles and responsibilities Addressing resistance and performance problems Praise for Perfect Phrases for Communicating Change Perfect Phrases for Communicating Change is a wonderful book, filled with practical, solid advice, suggestions, and examples for how to communicate effectively in a time of change. John Krajicek, Executive Professor and Assistant Director of Business Communication Studies, Texas A and M University Communication during organizational change is everything. The right words at the right time can make all the difference between a successful and unsuccessful change initiative. This is a wonderful resource for finding the right words and sentiments to convey any type of change. Robert J. Marshak,...



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