

Title: The Change Masters: Understanding the Theory

Production Company: Britannica Training and Development

Reorder Information: 1-800-554-6970

Length: 29 Minutes

Synopsis:

Pioneer in the study of organizational change and corporate entrepreneurship and author of the best-selling book *The Change Masters: Innovations for Productivity in the American Corporation*, Dr. Rosabeth Moss Kanter asserts that the key to the revival, and indeed to the future, of America productivity lies in the development of a corporate environment that encourages innovations from within and at all levels of the structure.

Implementation of this concept requires change, and the individuals and companies who are bold enough to anticipate change and respond with new ideas are what Dr. Kanter calls “change masters.” In this program, she outlines the seven ingredients that are essential to successful change masters and explains how to create the kind of environment that builds innovations and promotes acceptance of change.