



# Terms of Engagement: New Ways of Leading and Changing Organizations

*Richard Axelrod*

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**Terms of Engagement: New Ways of Leading and Changing Organizations** Richard Axelrod  
Building engagement is crucial for every organization. But the traditional top - down coercive change management paradigm - in which leaders "light a fire" under employees - actually discourages engagement. Richard Axelrod offers a better way. After debunking six common change management myths, he offers a proven, practical strategy for getting everyone - not just select committees or working groups - enthusiastically committed to organizational transformation. This revised edition features new interviews - everyone from the vice president of global citizenship at Cirque du Soleil to a Best Buy clerk - and new neuroscience findings that support Axelrod's model. It also shows how you can foster engagement through everyday conversations, staff meetings, and work design.

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