



Perfect Phrases for Communicating Change (Perfect Phrases)

By Lawrence Polsky, Antoine Gerschel

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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&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, Ph.D., author of *Covert Processes at Work: Managing the Five Hidden Dimensions of Organizational Change*

"Finding the right words to communicate change is challenging, even for the best of managers. In this user-friendly text, Lawrence and Antoine provide hundreds of practical phrases to better prepare managers for the task. The book is rich with

insightful suggestions on change messaging considerations and construction.”

Edward Ferris, Assistant Professor, The New School for Management and Urban Policy

"In my over 20 years of running companies and corporate divisions I have seen a direct correlation between the quality of communication of my managers and their success in the business world. If you aspire to be an effective, efficient, and productive leader then I highly recommend this book. It is an outstanding reference guide and road map for pragmatic yet inspirational communication techniques."

Mitch Pisik, President and CEO, Breckwell Products

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Editorial Review

About the Author

Lawrence Polsky and **Antoine Gerschel** are managing partners at PeopleNRG, a change-management consultancy firm in Princeton, NJ.

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This book untitled Perfect Phrases for Communicating Change (Perfect Phrases) to be one of several books this best seller in this year, this is because when you read this book you can get a lot of benefit on it. You will easily to buy this specific book in the book retail store or you can order it by using online. The publisher of this book sells the e-book too. It makes you more easily to read this book, since you can read this book in your Smartphone. So there is no reason for you to past this reserve from your list.

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