

(Free download) Changeology: How to Enable Groups, Communities and Societies to Do Things They've Never Done Before

# Changeology: How to Enable Groups, Communities and Societies to Do Things They've Never Done Before

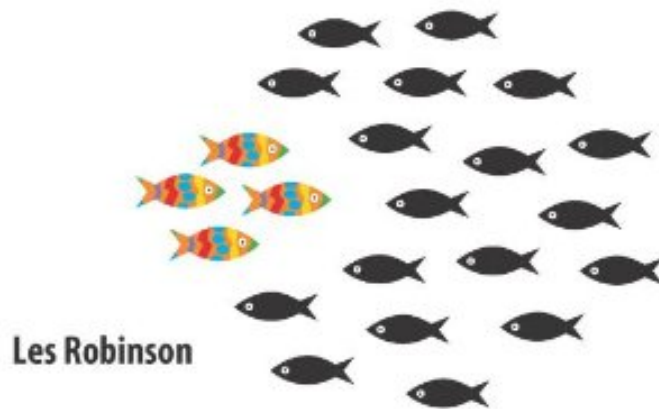
*Les Robinson*

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# CHANGE OLOGY

How to enable groups,  
communities and societies  
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**never** done before



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**Les Robinson : Changeology: How to Enable Groups, Communities and Societies to Do Things They've Never Done Before** before purchasing it in order to gage whether or not it would be worth my time, and all praised Changeology: How to Enable Groups, Communities and Societies to Do Things They've Never Done Before:

0 of 0 people found the following review helpful. A great honest guide to those who want to enable change ...By

Constanca Belchior A great honest guide to those who want to enable change where it needs the most. Les also takes us through an awareness journey of some basic human pitfalls, and provides valuable insights to avoid them. Totally recommend it!

0 of 0 people found the following review helpful. Must have book

By Edsel Lemus Great book to understand the techniques behind change management, highly recommended, with Australian inside stories and studies from around the world

2 of 2 people found the following review helpful. Practical, optimistic, clearly written - inspiring.

By D. Stuart Australian author Les Robinson has the enquiring mind of a born social researcher as well as the practical, questioning attitude necessary for a person who is interested in changing society for the better. In fact he has hands on experience in both sectors and for that reason this book acts as an outstanding guide for those interested in getting traction for change-making initiatives.

Robinson includes case studies - including the outstanding example of the creation of a new 'feed the poor initiative' that was based on a wonderfully simple solution (supermarkets don't actually enjoy sending waste food to land-fill) but one that took years of hard graft and reframing before the concept took hold. What were the stumbling blocks? What were the success factors?

This book is by turns illuminating and inspiring, and will appeal to change agents as well as to social researchers interested in the power of social networks and communities. I was puzzling over fundraising for a project I'm involved with - a school in Cambodia - and Robinson answered a whole lot of questions. What's more, his writing style makes him engaging, warm-hearted company. Well recommended.

Changeology is about influencing human behavior for the better. It shows how to design an effective change project, with inspiring examples in areas such as climate change, obesity, AIDS, tobacco, and nutrition. It speaks to a worldwide audience of professionals and individuals who are acting to make change in their cities, neighborhoods, and corporations. The pressing issues of today clamor for solutions, yet a surprising number of social change efforts are based on little more than folk theories. This book dispels many of the myths that prevent change projects from succeeding, and replaces them with the best of what is known from projects that have worked. Changeology simplifies a vast body of theory and practice in to six principles: buzz, hope, enabling environments, sticky solutions, can do, and the right inviter. These are explained with fascinating real-life stories and a look at the hard evidence.

A beguilingly simple framework for effective social change, illustrated with loads of helpful and inspiring examples

thought provoking at every turn. I finished the book buzzing with new ideas to try out in my own work.

Nigel Topping, chief innovation officer, Carbon Disclosure Project