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Writing in plain language with minimal jargon, Tabrizi (management science, Stanford University) outlines a detailed plan for managing rapid change while maintaining organizational equilibrium. He draws on 10 years of research with 500 leading companies to reveal a 90-day transformation model that consists of manageable 30-day phases.

Rapid transformation; a 90-day plan for fast and effective ...

Sam Dounis “The Rapid Transformation 90 day Mastermind has opened another level of accountability/business support and encouragement that I was badly in search of. With a very disjointed idea of what I thought I wanted to focus on initially it has provided me with clarity, direction, focus and above all support to my business.

90 Day Mastermind Group - Application - Rapid Transformation

Tabrizi rigorously examines six companies that have used the 90 days model: 3M, VeriSign, Nissan, Bay Networks, Apple, and ACI. All of them proceeded through a multi-phase process. Here's the timetable: Pretransformation (30-90 days) Phase 1: Diagnosis (30 days) Phase 2: Envisioning the future (30 days) Phase 3: Paving the road (30 days)

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