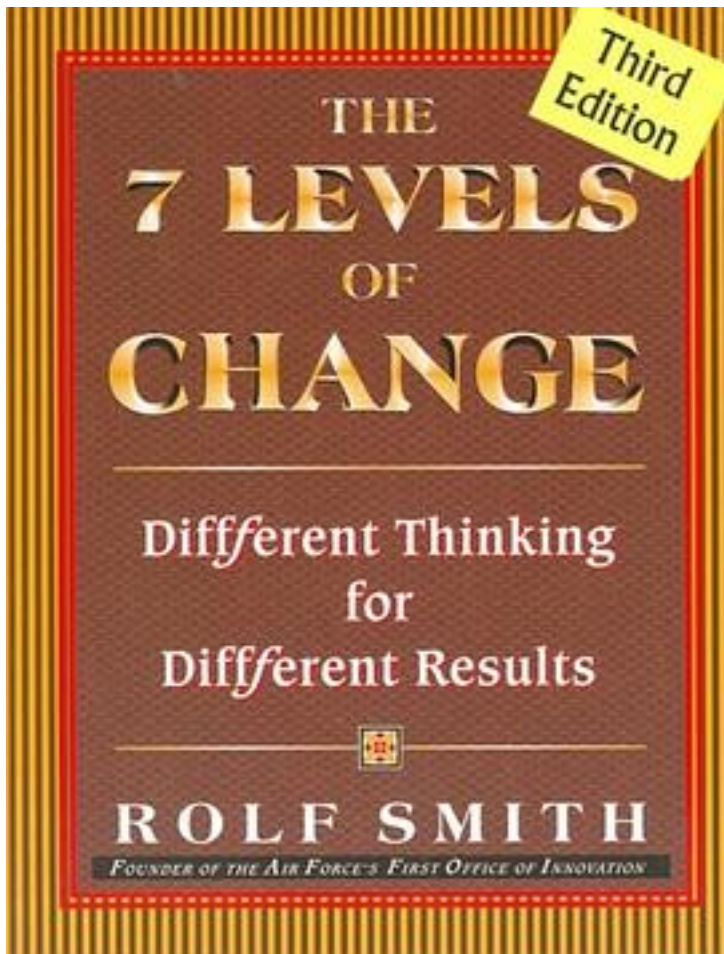


The 7 Levels of Change



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This book is a field-guide for innovators, a handbook for thinking different, for doing different, and for guiding others in thinking different to get different results. There are tools and mind maps for the visual learner to make positive change happen. It is about

effecting continuous improvement and innovation both in your personal and business life. The book frees you from linear thinking and opens a world of possibilities. It has been used for some of the world's largest corporations, for instance, Texaco, Royal Bank of Canada, IBM, Exxon, General Mills both for corporate thinking expeditions and individual study. The reader will experience new energy, commitment, and self-confidence at any level. While the concept is presented in seven different levels, the reader can wade in at Level 1, move immediately to Level 3 or jump to Level 7 as they will.

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