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small shifts that have
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Heffernan argues that
building the strongest
organization can be

accelerated by

implementing

seemingly small

changes, such as

embracing conflict as a

creative catalyst; using

every mind on the

team; celebrating

mistakes; speaking up

and listening more;

and encouraging time

off from work.

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accelerated by implementing seemingly small changes, such as embracing conflict as a creative catalyst; using every mind on the team; celebrating mistakes; speaking up and listening more; and encouraging time off from work.

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Synopsis. BEYOND MEASURE: The Big Impact of Small Changes was first published in 2015. A powerful manifesto for CEOs and managers alike, Beyond Measure reveals how

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Heffernan lays the groundwork for a new kind of thinking: Organizations can create seismic shifts by making deceptively small changes.

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Katharina Weghmann.
Margaret Heffernan's
new book "Beyond
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manifesto for business
leaders. Creating
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cultures does not
require multi-million
dollar programs;
instead, small actions
by each employee-
from Custodian to CEO-
matter more and have
the biggest impact.

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Heffernan looks back over decades spent overseeing different organizations and comes to a counterintuitive conclusion: it's the small shifts that have the greatest impact.

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measuring the
“impact” in impact
investing Impact
investors employ a
number of methods to
pursue the objectives
outlined above By

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identifying pat-terns that we found in our research, we have categorized four impact measurement methods: 1 Expected return takes into account the anticipated social benefits of an investment against its

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Beyond Measure | A powerful manifesto for CEOs and employees alike: Influential and award-winning business leader Margaret Heffernan reveals how organizations can build ideal workplace cultures and create seismic shifts by making deceptively small changes.

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The Big Impact of Small Changes by ...

Small changes -- listening, asking questions, sharing information -- alter beyond measure the ideas, insights, and connections those systems are capable of producing. Each of these small things generates responses that influence the system itself. And everyone, from CEO to the janitor, makes an

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impact."

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Her combination of can-do and counterintuitive thinking emerges in full effect in Beyond Measure, a brief, punchy, plainspoken

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TED book - the literary equivalent of a TED Talk. Clocking in at a bit more than 100 pages, it opens as TED talks should with a compelling thesis: The most important aspect of any company is its culture, and that ...

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Free Review by

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Recommendation:

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Recommendations | A
nice little book (100
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of 5 companies) that
highlights the big
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changes. To me it's a
book about corporate
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