

Author: Tim Sparks

Category: Business

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Author Bio

Tim Sparks is a Senior Certified Human Resources professional with over 20 years in HR. During his time in the HR profession, Tim has had the opportunity to work with some amazing people developing corporate programs like Change Management training and a very robust Mentoring program that kicked off his speaking career. Tim and his team developed a highly successful High-Potential Mentoring program for a Fortune 500 company that captured the attention of other companies and industries. Tim was asked to come share the program highlights at state and local SHRM chapters and conferences throughout Florida, North Carolina, and Georgia.

Although Tim loved his work as an HR Business Partner, he had found his true passion in speaking and consulting—helping others reach their greatest potential.

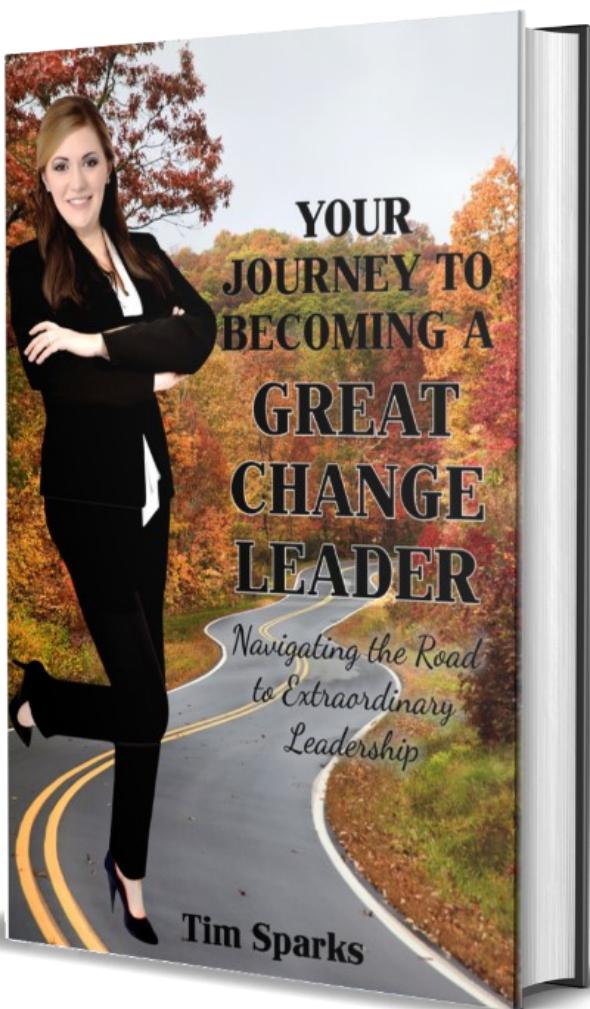
Before his career in HR, Tim was a teacher and principal for 15 years. When asked how he found his way from education to HR, he always remarks that the goal has always been the same—to help others achieve success in whatever goals they pursue.

Tim would love to share that passion with your team. Whether you're looking for a dynamic speaker to inspire, teach, and equip, or an individualized consulting session, Tim has what you need to succeed.



Tim Sparks

Book Bio



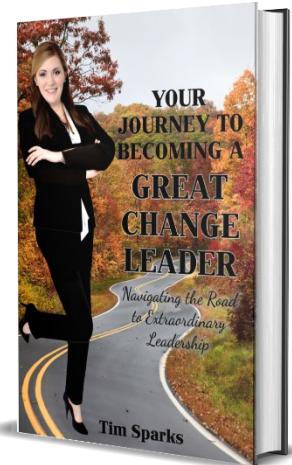
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In this book you will learn strategies that will make the difference between change success and change failure for you and your organization. Studies done on the effectiveness of organizations implementing change initiatives reveal that 70% of all change initiatives failed to accomplish their intended result.

You will also learn what it takes to become a Great Change Leader and be a difference maker for your company. You do not have to be a high-level manager or leader in your organization to be a difference maker. Lead from where you are, and the higher-ups will notice.

At the end of each section of this book, you will see a QR code that will take you to a video of Tim discussing the previous section and what you can expect in the next. Even more, inside this book, there are exercises for you to complete to immediately implement what you learn. Now let's go change the world one team, one department, and one company at a time!

Target Audience



WHO SHOULD READ

- business professionals
- entrepreneurs
- human resources
- managers
- CEOs
- COOs
- intellectuals

BOOK BENEFITS

- learn why most companies fail
- learn why culture matters
- learn the change leader model
- learn about change curve
- enhance your leadership skills
- build a solid change plan



Book Excerpt



Seventy percent of all organizational change initiatives fail, and this failure rate has been consistent over the past 25 years! This is unacceptable. The Will Rogers quote above is from nearly 100 years ago but it still paints a picture. Many companies refuse to change and adapt for various reasons, but as Will Rogers stated, if we insist on sitting in the middle of the road, we are going to get run over—or worse, we become irrelevant. It is not enough to be on the right road. We must be moving forward quickly if we wish to remain competitive in our respective markets. Otherwise, the only view we will see on the road is the sight of other companies passing us in the fast lane.

I think you will agree that organizations must have the ability to quickly adapt and change to their business environment to stay relevant, yes? And if you have ever found yourself in a change initiative that failed, it is a very frustrating experience, correct? This frustration is experienced at all levels of the organization, but especially if you were the leader of that initiative, as you are acutely aware of the wasted resources of time, money, and the emotional investment of your employees.

Regardless of your position in the company, failure during times of change does take its toll, and trust me, you are not alone. We have all felt this pain and frustration at one time or another. I have been part of failed change initiatives where I was fully invested, but the leadership failed to provide a clear vision of what the change would accomplish. My role in the change process was not clearly communicated and no one had any idea what the end state should look like. If you have been, or are now in this situation, I feel your pain. You can feel lost, unsupported, and unsatisfied in your job.

The good news is that it does not need to be this way. In the chapters to follow, you will learn what it takes to be a Great Change Leader and you will develop the skills necessary to lead people *successfully* through times of change. You will learn some of the reasons why companies fail when it comes to change, so you can avoid making those same mistakes. You will learn about how to build the proper culture in your organization, so you can facilitate change more efficiently. We will discuss many tools you can use before, during, and after change that will aid in planning your initiative, as well as helping to make it stick once the initiative is complete. And most importantly, you will learn what it takes to be a Great Change Leader. The traits that set leaders apart from mediocre leaders and managers will help you get to the 30% who are successful in leading through change.

I have been a Human Resources professional for twenty years and I hold senior HR professional certifications from SHRM and HRCI, so I have had a lot of opportunities to lead organizations and teams through change myself. I have been asked to help develop change management training programs for Fortune 500 companies. I have also had many opportunities to speak on this topic for local, state, and national conferences with positive results. With all of this experience, I am still humbled and grateful for the opportunities I have had to work with companies and leaders in this area. There have literally been thousands of books, articles, and workshops on this topic, and I am in no way any smarter or more qualified than any who came before me. My hope is that the lessons learned in this book can help *you*.

I understand that it can be hard to open your mind to new concepts and ways of thinking. After all, we are creatures of habit, and bad habits are hard to break. If you are a smoker and you have tried to quit in the past, you know exactly what I'm talking about. The same struggle exists when it comes to leadership. It is hard to change your perspective when you have been looking at things the same way for years. But the principles and concepts you learn in this book can take you from the 70% failure group to the 30% success group.

My goal in life has always been to help others achieve their greatest potential, and it is no different with this book. If I can help just one reader succeed, I will be very gratified. My desire for you is for you to take your team, your company, and your career to the next level.

So, are you ready? Are you ready to view leadership differently? To see things from a new perspective? Are you ready to grow as a leader? Are you ready to take the next step in your career? If so, keep reading. I know the lessons in this book will make you a better leader and, more importantly, a Great Change Leader.

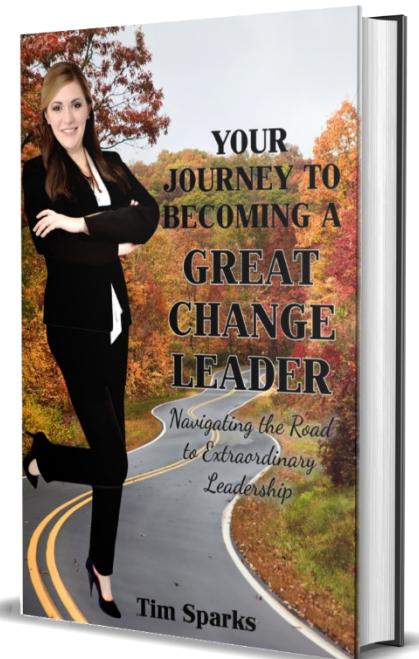
Interview Questions

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|----|---|----|---|
| 1 | What does the Change Leadership Model teach? | 11 | What is change management and how does it affect a company? |
| 2 | Why do most companies fail? | 12 | What is change communication and how does it affect a company? |
| 3 | How can people become better at understanding their customers? | 13 | What is change sustainability and how does it affect a company? |
| 4 | How can people overcome the fear of change? | 14 | What is a change curve and how does it affect a company? |
| 5 | How can people become better at seeing a bigger vision for their company? | 15 | What is a Great Change Leader? |
| 6 | Why is culture essential to the success of a company? | 16 | What are the traits of a Great Change Leader? |
| 7 | How does a company build a culture of trust? | 17 | What is the Ability & Willingness chart and how does a company use it to their benefit? |
| 8 | How does a company build a culture of learning? | 18 | What are the two factors to creating successful change within a company? |
| 9 | What is change fatigue and how does it affect a company? | 19 | How does a company build resilience and manage resistance? |
| 10 | What is change readiness and how does it affect a company? | 20 | How does a company build a solid change plan? |

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Facebook: [Your Journey to Becoming a Great Change Leader by Tim Sparks](https://www.facebook.com/YourJourneyToBecomingAGreatChangeLeader)

