Gestão de Mudanças Aplicada a Projetos: Ferramentas de Change Management para Unir PMO e CMO (Portuguese Edition)

By Edson Carli

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O objetivo de toda e qualquer organização é a obtenção de resultados em seu segmento de atuação. Resultados, sejam eles medidos em parâmetros econômicos ou não, são uma relação direta entre os benefícios obtidos pela organização versus o consumo de recursos aplicados.
Visando obter mais benefícios com menos recursos, as empresas definem processos internos que de tempos em tempos precisam ser revisados, melhorados, automatizados ou descartados, dando origem a uma carteira de projetos cujo resultado será uma mudança na forma como as pessoas interagem com as organizações. Essas mudanças transformam um ambiente que era conhecido em algo novo, causando desconforto e resistências.
Este livro traz as técnicas necessárias para que pessoas e organizações compreendam essa resistência, eliminando suas causas e reduzindo os riscos intangíveis dos projetos cuja origem está nas pessoas.

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