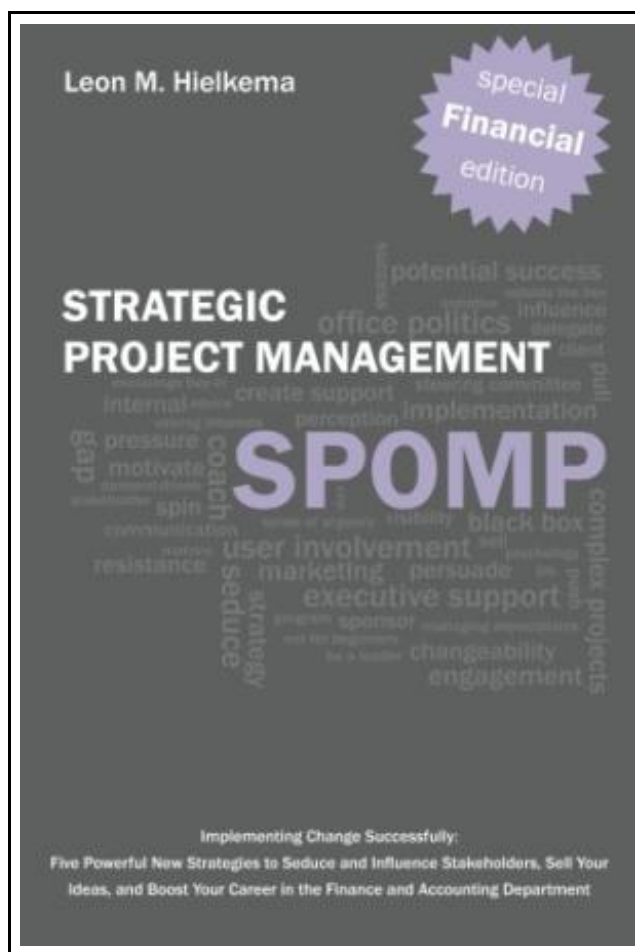


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LMHCpub, Netherlands, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand ***** SEDUCE STAKEHOLDERS *** As an experienced internal financial/accounting officer, executive, manager, controller, project manager, or change agent, you are increasingly responsible for implementing strategic change in your organization. How to create support and buy-in for your initiative? How to deal with resistance to change? Financial Strategic Project Management SPOMP offers you five powerful new strategies to convince the client, internal users, and other stakeholders to change. Discover how you can start seducing stakeholders into change by SPOMPing your project. Learn how you can: use office politics as a positive force (S), plan to influence stakeholders (P), let the steering committee work for you (O), use marketing to sell your ideas (M), prove the potential success of your project (P). A SPOMPed project means a successful project, a shorter project duration, more enthusiastic project team members, and for you as an internal professional an even more successful image within your organization. *** Leon M. Hielkema, MBA, is an award-winning author with more than 15 years of international experience in developing, executing, and evaluating strategic change projects. He has successfully coached many internal professionals over the years and is a featured speaker and trainer. With this book, he gives new, refreshing insights on how to successfully effect change in complex organizations. *** Strategic Project Management SPOMP is also available for IT, Marketing and Communications, Legal and Compliance, Human Resources, and other internal staff professionals (search SeduceStakeholders). Companion website offers free executive summaries.

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