

Corporate Caterpillars: How to Grow Wings

Ron J. West



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Ron J West (ronjwest.com) has been inspiring corporate transformation for more than 25 years, in in companies large and small. He wrote Corporate Caterpillars - How to Grow Wings to provide a kind of "blueprint" you can use to create your own individual and corporate transformation to move from limited to limitless. The book is not modeled on a single analogy like the transformation from caterpillar to butterfly, nor does it reduce the concept to a set of simple steps. But it does strive to recognize the richness of reasons why we often seem to be left with few choices.

Everything shows up exactly when it is supposed to, just like this book! You are holding this book perhaps because you feel that either you or your company is stuck in some way. As an individual, maybe you have caught yourself repeating a pattern to sabotage your efforts to get to where you want to be. Perhaps you are a CEO, CFO, President, Vice President, Department Manager, or Project Leader. You are probably a business leader in a position to affect change in your organization; maybe your enterprise is a small family business or an international conglomerate. It matters not whether your company is a for-profit or a not-for profit, a public or a private enterprise, this book will show how to move from a world of limited options to a realm of limitless possibilities, transforming both you and your company.

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