



O executivo consultor (Portuguese Edition)

Bernhard Walzberg

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Instalada em meio a uma paisagem verdejante, em uma pequena cidade do interior, a empresa enfrentava sua primeira crise após anos de sucesso. Era uma daquelas crises típicas geradas pelas flutuações de mercado? Para isto Roberto, o novo Presidente estava preparado. Mas, á medida que mergulha no dia a dia da organização, Roberto percebe que os problemas são muito mais profundos do que imaginava. Passividade das lideranças, resistência a mudanças e total falta de envolvimento dos colaboradores imobilizavam a organização. Perguntas inundaram a cabeça de Roberto: devo impor minhas ideias autocraticamente? Não estou me comunicando corretamente? Porque esta aparente passividade? As lideranças não percebem a seriedade da crise?A empresa, outrora vencedora, estará condenada a encolher, a reduzir a oferta de empregos, talvez até a fechar suas portas criando um problema social de grandes dimensões na pequena comunidade? E como reagirão sua jovem esposa e seus filhos ao stress gerado pela crescente pressão?Conceitos práticos de liderança e administração integrados a conhecimentos profundos do ser humano são os instrumentos utilizados por Roberto e sua equipe, mostrando os caminhos para restaurar a confiança, o envolvimento e a criatividade de toda uma empresa e as alternativas para obter resultados por meio de uma liderança facilitadora.AUTORBernhard N. Walzberg, nascido na Alemanha, vive no Brasil. Como executivo de empresas nacionais e multinacionais, trabalhou no Brasil, nos Estados Unidos e no México. Desde o início, sua carreira levou-o a reestruturar e organizar unidades de negócios em diversos países. Viveu na Inglaterra aprofundando seus estudos com o curso de Dinâmica Organizacional no Emerson College. Como consultor de Desenvolvimento Organizacional, atuou no Brasil, e na América Latina. Suas viagens de estudos e trabalho levaram-no a Austrália, África, muitos países Europeus e os EUA. Sua paixão é o Desenvolvimento de Organizações a partir do desenvolvimento de Líderes e suas Equipes, tema central deste livro baseado na sua experiência como executivo e consultor.

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