



# The Change Agent: A Leadership Fable About Transforming Corporate Culture

*Mark Sasscer*

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In this compelling leadership fable, The Change Agent illustrates the awesome impact that culture has on desired results and provides a proven methodology for transforming corporate culture! The Challenge: Fewer than 30% of American workers are fully engaged at work. Each year, this disengaged workforce costs corporations and institutions millions of dollars in lost productivity due to absenteeism and poor execution, lost revenue due to dismal customer service, and wasted hiring and training expenses due to high turnover, etc. The Solution: The Change Agent gives leaders the key principles and tools necessary to get discretionary effort ("want-to" rather than "have-to" behavior) from all employees by creating a motivating corporate culture. Praise for Mark Sasscer, Author: "I think Mark is being modest when he uses the term 'culture change' to describe his work. I truly believe it is transformational, because the condition, nature, and character of a company are impacted in a deep way!" Jane Altobelli, Senior Vice President, Culligan International "In the crowded and over-hyped world of change management, Mark Sasscer is the voice that makes sense. With a candid, practical approach to culture change, Mark's insights and coaching allow leaders and organizations to improve performance by working on behaviors that matter." Paul Masterton, President, RR Donnelley Europe "Mark is one of the few individuals who have recognized the connection between behaviors and results. In today's world, an organization that values and rewards positive behaviors will achieve results beyond their wildest dreams. That's what Mark Sasscer is all about!" Peter Butler, Chief Operating Officer, Rush University Medical Center "Mark Sasscer's knowledge of the culture-change process is only exceeded by his passion for teaching it!" Dave Gabriel, President



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