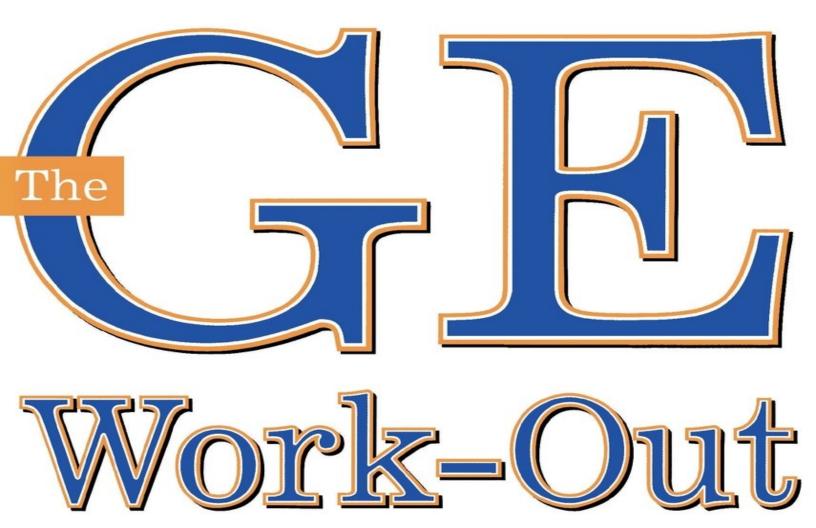
"Work-Out is part of our culture—it's the way we get people together quickly to solve problems." —WILLIAM J. CONATY, SENIOR VICE PRESIDENT, GENERAL ELECTRIC



How to implement GE's revolutionary method for busting bureaucracy and attacking organizational problems—*fast!* DAVE ULRICH • STEVE KERR • RON ASHKENAS



## Resumo de The GE Work-Out: How to Implement GE's Revolutionary Method for Busting Bureaucracy & Attacking Organizational Proble

Famous "Work-Out" change-management tool explained by the people who helped develop it.GE's legendary Work-Out program played a key role in the company's phenomenal success over the past decade and has been implemented in many other organizations.

Now three executives and consultants who developed the original Work-Out approach at GE--often working directly with CEO Jack Welch--discuss the inner workings of Work-Out and their experiences at successfully implementing the program at GE.Filled with effective assessment and decisionmaking tools, The GE Work-Out provides concrete and realistic guidance for anyone who wants to implement Work-Out and break down bureaucracy and hierarchy within an organization.

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