



Spiral Dynamics: Leadership, Werte und Wandel (German Edition)

Don Edward Beck, Christopher C. Cowan

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Komplexität, Beschleunigung, Dynamik - die Wirtschaft brodeln und kochen. Führung gleicht einem Tanz auf dem Vulkan, und immer mehr Manager müssen eine Flut von Informationen in neue Klarheit überführen. Genau hier setzen Don Beck und Christopher C. Cowan mit ihrem Modell von Spiral Dynamics an. Als Weiterentwicklung des Konzepts biopsychosozialer Systeme von Clare W. Graves, das vom kanadischen Magazin Maclean's als "die Theorie, die alles erklärt" bezeichnet wurde, setzt Spiral Dynamics neue Maßstäbe für das Verständnis komplexer Systeme. Auf der Basis so genannter Werte-Meme (WMeme), die Lebensstile, Glaubensmuster und Einstellungen hervorbringen, entwickeln die Autoren eine Methode, mit der sich Unternehmen, Individuen und wirtschaftliche Entwicklungen analysieren, bewerten und transformieren lassen.

Spiral Dynamics eröffnet einen völlig neuen Zugang zu Nachhaltigkeit, Diversity-Management und Leadership, denn Motivationsanreize oder ethische Richtlinien "funktionieren" nur, wenn sie die aktuelle Entwicklungsebene der Adressaten ansprechen.

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