



# The Moment You Can't Ignore: When Big Trouble Leads to a Great Future

*Malachi O'Connor, Barry Dornfeld*

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Not just another day at the office ... or is it?

-The surgical technician ducks as a stapler flies past his head during the concluding moments of a lengthy and difficult operation....

-The high-powered, internationally known finance guru seeks to turn fortunes around at the university of which he is now president ... and finds himself a leader without followers....

-The powerful satraps silently sabotage the CEO's desperately needed growth initiative....

These are “moments that cannot be ignored”—events, actions, comments that stop people in their tracks and, in one fell swoop, make it blindingly clear that an organization is stuck and unable to move forward. And they have become regular occurrences in today's corporations, non-profits, and educational institutions as new forms of work, communication, and technology expose the ways in which an organization's culture—or “the way we do things around here”—conflicts with new competitive demands. The result: telling incidents—all too visible elephants in the room—that reveal underlying conflicts as well as hidden assets.

In *The Moment You Can't Ignore*, Malachi O'Connor and Barry Dornfeld tell fascinating “you are there” stories of people and organizations as they encounter and then navigate through and beyond these un-ignorable moments, and show what we can learn from them. They outline the big questions organizations need to ask themselves about identity, leadership, and the capacity to innovate that an understanding of culture can help answer, and deliver powerful insights into recognizing and harnessing hidden assets that point in the direction of a new future.

In our age of porous organizations and constant change, *The Moment You Can't Ignore* demonstrates that the adage, “culture eats strategy for lunch,” is more relevant now than ever.

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#### **Lily Pawlak:**

Playing with family inside a park, coming to see the ocean world or hanging out with friends is thing that usually you could have done when you have spare time, and then why you don't try thing that really opposite from that. Just one activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love The Moment You Can't Ignore: When Big Trouble Leads to a Great Future, it is possible to enjoy both. It is good combination right, you still want to miss it? What kind of hangout type is it? Oh can occur its mind hangout people. What? Still don't have it, oh come on its known as reading friends.

#### **Craig Baker:**

In this age globalization it is important to someone to obtain information. The information will make someone to understand the condition of the world. The health of the world makes the information simpler to share. You can find a lot of sources to get information example: internet, newspapers, book, and soon. You can view that now, a lot of publisher that print many kinds of book. The particular book that recommended for you is The Moment You Can't Ignore: When Big Trouble Leads to a Great Future this reserve consist a lot of the information on the condition of this world now. This particular book was represented just how can the world has grown up. The words styles that writer make usage of to explain it is easy to understand. Typically the writer made some investigation when he makes this book. Honestly, that is why this book acceptable all of you.

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What is your hobby? Have you heard that will question when you got pupils? We believe that that problem was given by teacher to the students. Many kinds of hobby, All people has different hobby. So you know that little person similar to reading or as reading through become their hobby. You need to understand that reading is very important as well as book as to be the issue. Book is important thing to incorporate you knowledge, except your own teacher or lecturer. You see good news or update concerning something by book. Many kinds of books that can you go onto be your object. One of them are these claims The Moment You Can't Ignore: When Big Trouble Leads to a Great Future.

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