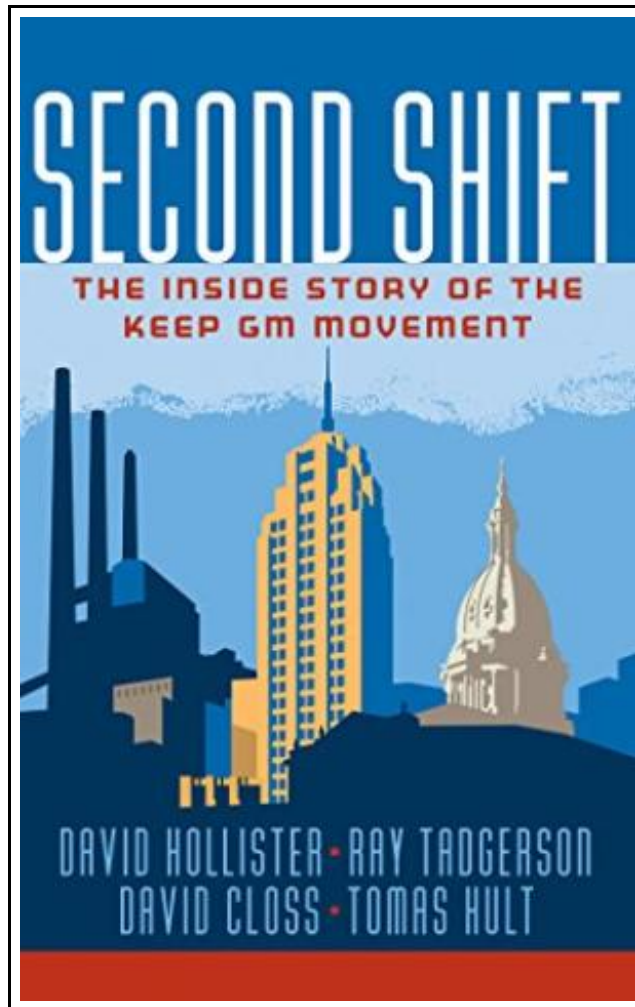# Second Shift: The Inside Story of the Keep GM Movement

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Reviews

A whole new eBook with a brand new point of view. It is definitely simplistic but shocks in the 50 percent of the publication. I am just pleased to explain how this is the greatest ebook i have read during my very own daily life and could be he best ebook for possibly.
(Mitchell Kuhn III)

SECOND SHIFT: THE INSIDE STORY OF THE KEEP GM MOVEMENT

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McGraw-Hill Education on Brilliance Audio, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. The dynamic, collaborative management model that saved a U.S. manufacturing city When car-making giant General Motors decided to close its plant in Lansing, Michigan, in 1996, one person--the city s newly elected mayor--stood up and said no. Initially, it was the cry of a man in the wilderness. Not once in its century-long history had GM reversed a decision to close a plant. But Mayor David Hollister quietly went to work building the Lansing Works! Keep GM! movement and succeeded in defying all the odds. Lansing remains GM s Oldsmobile headquarters. Hollister s collaborative problem-solving approach--the Second Shift model--succeeded in bringing together state and regional politicians, economic developers, private sector firms, labor unions, educators, and residents of the region. Powerful, persuasive, and well-organized, this coalition implemented a strategic, six-dimensional framework to achieve the seemingly impossible: Identifying: Name the challenge and its impactPartnering: Develop meaningful relationshipsBuilding: Construct your strategy as you goSolving: Engage in constant problem solvingCelebrating: Mark successful milestonesPersevering: Adapt and endureThe Lansing Works! Keep GM! movement was a victory of people over bureaucracy, of a can-do attitude over cynicism--a story rarely told in today s complex, technological, and often dehumanizing world of large business and out-of-control government. And the best part was that, in the end, both sides came away winners. It s proof positive that when the public and private sectors work together as equal partners, amazing things can happen. One of the great business sagas of modern times, Second Shift provides a proven, practical design for problem solving that anyone can apply in any business, large or small.

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