



Leadership, motivazione e cambiamento (Italian Edition)

Paolo Birsa

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L'attuale clima storico, economico, sociale e culturale, caratterizzato da sempre più rapidi cambiamenti in ogni ambito della vita e in ogni settore, dalla tecnologia ai consumi, dai costumi alla composizione sociale, impone un altrettanto rapida capacità di trasformazione e adattamento dei comportamenti.

Le organizzazioni in particolare per fronteggiare mercati turbolenti, tecnologie in evoluzione esponenziale, instabilità dei prodotti e ricercatezza dei consumi sono costrette a repentini e assidui cambiamenti nella struttura, nei progetti e nei processi produttivi.

Questi contesti innovativi richiedono ai lavoratori continui adattamenti, elasticità del comportamento, dei modi di pensare e di agire, necessari alla sopravvivenza e al mantenimento della competitività dell'organizzazione stessa; adattamenti che richiedono una decisa spinta motivazionale.

Per fare questo emerge la necessità di una figura organizzativa capace di far superare i problemi legati alla mutevole situazione contingente, riconoscibile nel leader trasformazionale.

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