

The Axelrod Group

Collaborative Systems Reader

Welcome to our **SPECIAL EDITION August 4, 2014 Newsletter!**

We are pleased to continue to send our *Collaborative Systems Reader*, providing you with up-to-date information and news about [The Axelrod Group](#) and collaborative change systems.

In This Issue

[TODAY IS LAUNCH DAY!](#)

[RECENT BLOG POSTS](#)

[BOOK LAUNCH EVENTS](#)

TODAY IS LAUNCH DAY!

When you [buy *Let's Stop Meeting Like This*](#), you not only help yourself, you also help [The Dreamcatcher Foundation](#).

As mentioned in our June newsletter, we are partnering with The Dreamcatcher Foundation to help fight human trafficking.



**EVERY BOOK SOLD THIS WEEK
WILL GO TOWARD RESCUING WOMEN AND GIRLS WHO
ARE VICTIMS OF SEX TRAFFICKING.**

If you would like to add to our efforts, you can easily share the message of our book and support The Dreamcatcher Foundation by clicking on this [library of tweets and emails](#) to send to your lists and followers.

Thanks in advance for your help and support,
Dick and Emily

We are also happy to give you another excerpt from our book:

Recent Blog Posts



Switch & Shift
Human Side of Business

Dick was happy to do a guest post for the good people at [Switch & Shift](#), *How to*

Change Your Company's Culture One Meeting at a Time. Like The Axelrod Group, Switch & Shift believes there is a more human way to do business. We encourage you to explore the wealth of information and inspiration on this top leadership blog.

[How to Change Your Company's Culture One Meeting at a Time](#)

Be it [General Motors](#), the Veterans Administration, or the U.S. Congress, the answer to the problems these organizations face is always the same: change the organization's culture.

Culture change appears to be a daunting task. A task so big, so formidable, we don't even know where to start. So we give up. We go along all the while blaming the culture for the way things are. This is convenient, but hardly useful.

Culture Change: Yes, You Can

There is a way to shift your organization's culture that is within your control and is not beyond your reach: Change the way you lead and participate in meetings.

[CLICK TO READ FULL POST](#)

Book Launch Events

We are pleased to announce the following launch events, and hope you'll feel inclined to spread the word. To that end, we've tried to make it easy for you by creating this [list of tweets with links to post](#), and feel free to copy the schedule below to share or simply mark your own calendar.

August 4

Interview on Moneyforlunch with Bert Martinez

<http://bit.ly/AxMFL84>

August 5

Organization Development Network Webinar:

Let's Stop Meeting Like This

<http://bit.ly/AxODN85>

August 6

Nexus for Change Webinar: Let's Stop meeting Like This

<http://bit.ly/1u8iD6y>

August 12

Conference Board Canada Webinar

<http://bit.ly/1qx6h6p>

August 15

University of Chicago, Project Management Institute:

Live Presentation

<http://bit.ly/UkGDmz>

August 26

Berrett-Koehler Webinar

<http://bit.ly/endbadmtgs>

**HAPPY LAUNCH DAY
FROM THE AXELROD GROUP**

Learn more from [Emily](#) and [Dick](#) on Twitter