



# Winning through participation: Meeting the challenge of corporate change with the Technology of participation

*Laura J Spencer*

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What sets the winners apart from the also-rans and losers in today's tough, competitive international business arena? Specific isolating factors have distinguished successful companies. Acknowledged authorities have noted a loosening of the often rigid, authoritarian style that characterized most businesses and organizations as the most significant change within winning organizations in recent times. Winners in today's demanding marketplace are characterized by a management style that stresses: flexibility and responsiveness to change, innovative thinking, informal communication, continuing education and learning, visionary leadership and emphasis on quality. But there's another factor, one that links all of these values together into what most experts see as the management style of the future. It's called "participation", or "participative management." Management consultant Ralph Barra, for example, suggests that "companies that will survive are going to be participative." Thousands of companies have responded to such heraldings. Giants such as 3M have implemented participative programs as the vital matrix for building winning teams. But few, if any, of these respected books, studies and dissertations tell how to transform participative management from theory into reality. This book is designed to bridge that gap. It explains why participation works and why a participative approach is so critical to getting the best results in today's and tomorrow's management environment. Furthermore, this book tells exactly how participation can be put to work in the factory, at the sales counter and throughout the business office. Through a system called the Technology of Participation, this book explains vital and underlying principles and examines step-by-step techniques that have yielded winning performances for leading companies....

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