



An esteemed academic who is widely published in both academic and management journals, Dr. Jerry I. Porras helps you focus on organizational vision and change. Working with Jim Collins, he recently completed an exhaustive research project to discover the approaches and behaviors of the most visionary companies of the past century. In the process, they concluded what led those organizations to greatness.

Co-author of *Built To Last: Successful Habits of Visionary Companies*, he helps you build an organization that can stand the test of time, management changes, economics and other influences. He shows you how to: Adopt a proven approach to lasting greatness, study a company's commitment to its corporate identity, understand the differences between truly visionary organizations and those that are less successful, and separate a guiding philosophy from your challenging, shorter-term goal or mission.

Built To Last is his second book on organizational success. In 1987, he wrote *Stream Analysis: A Powerful New Way to Diagnose and Manage Organizational Change*. That book has since been converted into an exciting software tool used for diagnosing, planning and managing change within an organization. Dr. Porras has also written nearly 40 articles or reviews for leading publications.

Currently the Associate Dean for Academic Affairs at Stanford University's Graduate School of Business, he is the Fred H. Merrill Professor of Organizational Behavior and Change, teaching courses in leadership, interpersonal dynamics and organization development and change. He has also helped the school achieve a stature for excellence in both academics and athletics, serving as the school's Faculty Athletic Representative to the Pacific-10 Conference and the National Collegiat...

Jerry Porras

Speech Topics

- Vision
- Management
- Change

