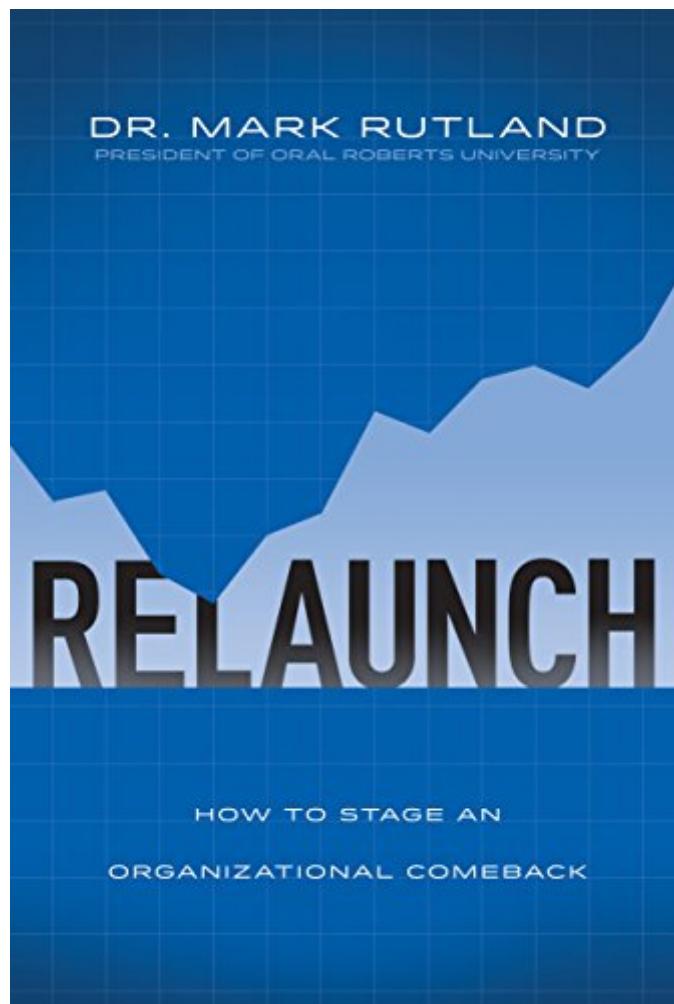


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# ReLaunch: How To Stage An Organizational Comeback



## Synopsis

A church in deep debt with attendance down by the thousands. A college that had lapsed into a coma, its buildings in shambles, its faculty demoralized, its enrollment at rock bottom. A university facing lawsuits, scandal, and near-bankruptcy.Â Each situation involved different financial needs, different lost dreams, different personal wounds. But they each had one thing in common: each needed a leader who could restore hope, vision, and viability.Â Dr. Mark Rutland has led three institutional turnarounds over the past twenty-five years. He has seen organizations that were dying come to new life. And he knows the steps you need to take right now.Â How do you know what to do to help your church or organization make it, even when circumstances and personnel challenges seem too much to handle? Here are the answers. As Dr. Rutland writes in this New York Times bestseller, the true leader can say, âœThis book is for the rugged visionaries who see in the wreckage a hope for the future and are willing to pay the price for a relaunch.â •

## Book Information

File Size: 2200 KB

Print Length: 212 pages

Publisher: David C. Cook (February 1, 2013)

Publication Date: February 1, 2013

Sold by:Â Digital Services LLC

Language: English

ASIN: B00B06EYUU

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #103,397 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #12 inÂ Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Churches & Church Leadership > Church Administration #25 inÂ Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Churches & Church Leadership > Church Growth #30 inÂ Kindle Store > Kindle eBooks > Business & Money > Organizational Behavior > Organizational Change

## Customer Reviews

Maybe you feel that your organization is not growing. Perhaps you may be feeling your organization is stuck in the rut? You may even be scratching your head not only about what to do, but where to start. Like a failed launch of your sail boat, what is needed is a new attempt, an improved effort, or simply a re-launch. Or like a ship cruising apparently to nowhere, one needs to not only re-adjust the sails, but to re-affirm the reasons why the boat was launched in the first place. Re-focus. Clarity of purpose. Turnaround. This is a book about organizational turnarounds. It is common to see organizations that have thrived well in the past, only to decline or to lose the vitality and energy over time. Beginning with the story of the cruise liner that crashed off the coast of Cyprus, killing more than thirty people, and causing not only the careers of several people, but also the environment problems created. Rutland argues that the problem does not start with the crash, but way before the ship ran aground. What can we do about a ship that has crashed? What about organizations that are experiencing dysfunctional times and are heading toward disaster? How can leaders save their organizations? By relaunching, says Rutland, who then frames three critical components. First, the leader needs to learn of the situation well. Second, there is a seven-step strategy to work toward a turnaround. Third, finding the people to work the turnaround is essential. This book has given me much food for thought, and though the biblical examples are not many, a lot of what Rutland says make sense from a consulting and practicing standpoint. This book on relaunch can become a seed for a whole new series of books on leadership.

Could your organization or church use a COMEBACK? A boost? If not, and you're satisfied with the way things are---please do NOT read this book. If you feel greater is possible, this is the only book you'll need to read (and study) for a while. Read this book with a notepad next to you because the suggestions and ideas you'll derive are too rich to pass up. I am a pastor of a pretty cool church here in Baltimore, MD [...] that by all accounts experienced some tremendous success. Moved into a new location, initially doubled in size, but then something happened. I was unprepared for the transitional costs not calculated on our spreadsheets. Relationships changed, attendance dropped, some people left, new people came in and we had no formal way of acclimating them to the vision, and worst of all...the vision was simply not clear and confusion mounted. We reached a cold hard reality that could no longer be ignored: We needed an Organizational Comeback. Maybe not the pomp and circumstance, name changing one...but the one that reevaluates the entire program from top to bottom and prays over clarity, communicates vision, and empowers the boat to get moving again. In walks "Relaunch: How to Stage an Organizational Comeback." This book is a real page turner that has thoroughly encouraged me both in personal leadership as well as organizational leadership.

There were parts of the book that hurt---as I had to face, for instance, that the vision in my church is not clear. I also had to face my fears of losing people...fears that stifled accountability and organizational candor. I had to face myself. What if I'm not the leader this church needs? All of these hard realities were brought to light as I read (and notated) this book.

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