



Leading at the Speed of Change: Using New Economy Rules to Transform Old Economy Companies

Lyn Jackson, Bill Capodagli, Lynn Jackson

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Today's business climate demands that companies move quickly, adapt rapidly, and innovate like never before...all without losing sight of their core businesses. And one of the biggest challenges facing traditional companies like AT&T is the e-Commerce and Internet Revolution. AT&T is ready for battle. AT&T's goal is to offer one-stop-shopping for the world's communication needs. To do this, AT&T is striving to be on the forefront when it comes to cutting-edge management that fosters innovation, action, and growth. AT&T's largest division, Business Services, is headed by Rick Rocsitt, who Business Week has named a "rising star." The success of Business Services is crucial to the overall strategy of AT&T. CEO Michael Armstrong is relying on Rocsitt and his team to do for Business Services what he did for AT&T Solutions (providing outsourcing, consulting, networking integration and multimedia call center services). That is, they want Rocsitt to infuse the division with entrepreneurial spirit, to bring that "adrenaline rush" of the DotCom world back into this global giant. A close look at what Rick did at the AT&T Solutions Division offers lessons for managers and executives on how to manage at "DotCom Speed" and defeat the competition. The success of so many companies depends on it. Bill Capodagli and Lynn Jackson are the authors of *The Disney Way*, named by Fortune as one of the year's "Best Business Books." Their forte is analyzing the management style of companies, and identifying exactly what makes the companies tick - what makes them succeed (or what is causing them to underperform). They have been fascinated by the success of AT&T Solutions, and have discovered that Rick Rocsitt's accomplishments can be clearly explained through the paradigm they coined, Dream, Believe, Dare, Do. In this book, they take a close look at AT&T Solutions - and interview key players at AT&T including CEO Michael Armstrong - to explain exactly how AT&T Solutions grew at such a phenomenal rate (in less than 5 years AT&T Solutions grew from a dream in the mind of Rick Rocsitt to a five billion dollar corporation). The goal is to present a blueprint that managers and executives in any company can use to implement a winning strategy that produces amazing results.

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