



Keep Them On Your Side: Leading And Managing for Momentum

Samuel B. Bacharach

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Many leaders spend time getting people on their side-only to drop the ball by failing to *keep* them on their side. The key to long-term success in any organization is maintaining momentum for ideas and initiatives. *Keep Them on Your Side* addresses the critical issue of how to keep people on your side and how to sustain momentum so that you can achieve your goals. Developing an agenda, identifying allies and resisters, and assembling a coalition are only the first steps to instigating change-you need to figure out how to keep people on your side so that you can move your project across the finish line.

While many books focus on initiating or managing change in the short term, *Keep Them on Your Side* is the first book to address maintaining organizational momentum for projects and agendas-and managing change for the long haul.

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