



Appreciative Inquiry: Change at the Speed of Imagination (J-B O-D (Organizational Development))

Jane Magruder Watkins, Bernard J. Mohr, Ralph Kelly

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Thoroughly revised and updated, the second edition of Appreciative Inquiry offers OD and HR professionals a user-friendly resource for discovering how they can tap into the power of the Appreciative Inquiry (AI) process. An innovative process, AI is an effective way to work with a company as an organic system whose success depends on a holistic approach to connect that organization's human, technical, and organizational functions.

This new edition meets the challenge of making the AI process accessible and updates three key areas of the process: the theoretical basis, fundamental assumptions and beliefs, and the basic processes. It includes step-by-step guidelines on how to apply AI in a variety of organizational situations and shows how it can be used with a wide range of initiatives, such as coaching, leadership development, strategic planning, and teambuilding.

"If there's one book to read on AI, this is it. It provides the context and rationale for this paradigm changing approach to change at any level of system. Buy it, read it, use it and enjoy achieving great results and renewed energy and enthusiasm."

—**Barbara Sloan**, director, Organizational Development and Learning, New York University, Langone Medical Center

"Appreciative Inquiry brings the freedom and creativity of AI together with the 'nuts and bolts' of how to actually do it all. It contains everything I would want to have as a fresh practitioner, from potential designs to sample questions and excellent Case Stories."

—**David Shaked**, founder and CEO, Almond Insight, United Kingdom

"This book serves as a complete roadmap for those interested in the philosophy and practice of Appreciative Inquiry. The Case Stories encourage readers to find their own way on the journey by providing examples of successful interventions."

—**Terry Egan**, professor, Management Studies, Pepperdine University

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