

Reading: **Radical Change, the Quiet Way**

Within an organization, there are people who yell and scream to be heard and to try to make a change. This method doesn't allow work and is not popular amongst others in the organization. There are people in organizations who "work quietly to challenge prevailing wisdom and gently provoke their organizational cultures to adapt." (93) These people are called 'tempered radicals'.

There are four approaches that the tempered radicals can use:

1. disruptive self-expression – "self-expression that quietly disrupts others' expectations" (95)
2. verbal jujitsu – "taking a force coming at you and redirecting it to change the situations" (96)
3. variable-term opportunism
 - short term – "being prepared to capitalize on serendipitous circumstances"
 - long term – "means something proactive" (97)
4. strategic alliance building – "the power to move issues to the forefront more quickly and directly than they might by working alone." (99)

All librarians have a chance to be a tempered radical, if it is deemed necessary. Librarians need to market the library and information center and let the users of whatever library know the resources that are available. Any one of the four approaches can be used to share the information and let people know what an invaluable resource libraries are, not matter what the type.

Meyerson, Debra E. (2001). Radical change, the quiet way [Electronic version]. *Business Harvard Review* (79) 9, 92-100.