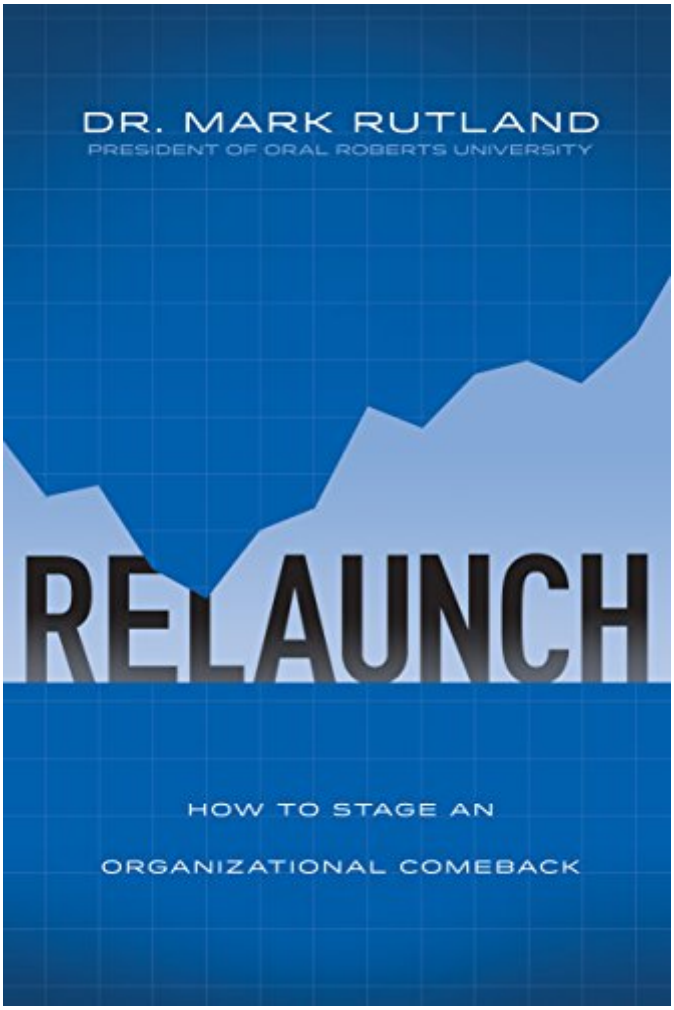
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ReLaunch: How To Stage An Organizational Comeback



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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.Ã 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.Ã 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.Ã 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, Ã¢â ¬Å“This 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.Ã¢â ¬Â•

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Customer Reviews

I own a small editing company. Most of my clients are self-publishing authors. I have wanted to refashion my company so that I can better market my own writing and speaking. When I saw "Relaunch" in the bookstore at a local church, I knew I had to have it. I have enjoyed Dr. Rutland's teachings on the radio and hoped his writing would be just as insightful. It is! Other business books are so technical that I can't get through them, but Dr. Rutland's writing was easy to read and even easier to implement. It is exactly what any editor would hope to have come across her desk. I plan to implement his strategies right away. The only thing bad I can say is that I would like to request Dr. Rutland rewrite the material in another book for sole proprietors. People like me, who have an existing company but who want to redirect it without a large staff.

This book was such a pleasure to read... And I don't read for pleasure. I read this on recommendation by a mentor, so glad I took his advice. Mark Rutland didn't write this from the clouds, but from real life experience. Every truth is backed by relatable true stories. It's the biography of the Phoenix, out of the ashes, something beautiful and powerful is reborn.

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.Not only does he diagnose, lead you through a self-diagnosis, but he also leads you through practical steps toward preparing your organization for a comeback. I look forward to updating this review one year from now to share how putting this information into practice has transformed our ministry.One incredible book. Please get it. I beg you.Ken Patterson, PastorGrace International Church[...]

Stunning and very timely to me. I started reading it when I was struggling with the amount and type of responsibility that I have at work, and had hit a low point in my enthusiasm and job satisfaction. I was a few days away from telling my manager that I couldn't do the work any more; this book reinforced my will to do what's necessary and the toolkit has been essential in helping me refocus. I haven't finished reading the book but the first several chapters were essential in helping me understand that driving improvement is rarely easy and usually has a personal and professional cost, and you have to be ready and accepting of those if you want to be a transformative force.I'm not Christian and was initially reticent about the author's discussion of his work in transforming ministries and responsibilities as a pastor. However, it's not a rah-rah book about faith and perseverance in the religious sense. He talks in plain, precise detail about how he worked with institutions and people to overcome resistance and provide a path forward, and how that can affect you personally and professionally.

This book is so good, before I had gotten halfway through I contacted my board of directions asking them to buy and read the book. Then I contacted my staff telling them to buy and read the book. Now, having completed it, I can't wait to sit with the others and apply what we learned.Backing up, Dr. Rutland uses the first part of the book to share his own successful experiences in organizational comeback. Easy and enjoyable to read, these set his qualifications to write on the topic. As the book goes on, he continues with specific advice for turnaround situations which is clear and logical. As I read, I was able to make some immediate application to my own current task.I came from the last page thinking of Dr. Rutland as a friend. I'm sure I will enjoy meeting him some day.I also came away with the conviction that my organization will turn around and will be stronger in five years because of what I read here.I have given few books five star ratings, which shows how much I value this one. But it, read it, apply it.Thanks, Dr. Rutland! God bless you, my new friend and mentor.

Relaunch is a great resource for the young leader who is just starting off to the one that has been faithful in the trenches. While the basics of leadership have been covered in many other books, Dr

Rutland does a great job of adding the much needed facet of perspective. I have recommended this book to everyone I know in a position of leadership.

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