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Daren Martin

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Companies and the leaders within them struggle to achieve results. With the advances in technology companies are either running successfully into this new world, or failing to keep up. Is your company beached? Stranded on the sands of past success? Slow and steady no longer wins the race. Beached Whale will equip you to evaluate if your company

has become beached. Do you have a coordinated enterprise company, or do you have a company mired down in bureaucracy? You could be a Beached Whale company. There is only one way to find out.

From the Author Beached Whale: Learning to Swim in the New Ocean contains multiple vignettes, ideas, and stories from my experience encountering Beached Whale companies across the globe. It provides clear indicators of Beached behavior, and more importantly, strategies you can use to Unbeach! Every business leaders should read this book and take a hard look at their company. Transformational tools are here to empower any company to Unbeach and swim! This book is a perfect complement to one of my other books A Company of Owners. About the Author Dr. Daren Martin is the author of the bestselling A Company of Owners, Beached Whale, The Sink and Whiteboard. His thought leadership and change strategies in transforming companies earned him the title The Culture Architect. Combining humor, thought provoking content, and a dynamic and engaging presentation style, his transformational speaking has inspired audiences to action all over the world.

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