

Michael Nir Offers Money Saving Business Solutions in His Book “The Pragmatist’s Guide to Corporate Lean Strategy”

BOSTON, MA, UNITED STATES, April 11, 2018

/EINPresswire.com/ -- Michael Nir, an expert on corporate leadership, has written his tenth book, [“The Pragmatist’s Guide to Corporate Lean Strategy” published by Apress](#), a Springer Nature company.

“

It is painful, up to 70% of the products companies deliver, do not provide a return or generate revenue; in the book I offer a test proven framework to combat this pattern.”

Michael Nir

In his book, Nir outlines a step-by-step framework on how to adopt lean agile, strategies for large corporations to fight and survive digital disruption in business.

What do Facebook, Apple and Google have in common that has catapulted them to the top? A great consumer experience! Organizations invest big money every year developing new products and features. But how many of those expensive features make an impact on the bottom line? Today, the key to winning digital disruption, reducing waste and increasing revenue is understanding the consumer experience, and building valuable solutions that serve them.

The practical steps outlined in the book are based on Nir’s experience leading major transformations at global organizations in a variety of industries. His previous clients include: Intel, Philips, Citi, Dun & Bradstreet, Unilever, Siemens and many others.

[An expert in human interaction](#) with a master’s in engineering and 18 years’ experience, Nir shares strategies and recognizes what customers really want, and how to streamline end to end delivery, thereby increasing sales, and saving time and money.

Thanks to that international experience, Nir coaches executives at those corporations and others how to train and build effective teams in business based on lean agile project management, including how to provide leadership for those teams. At the same time, he shows how to keep those teams collaborative and focused – able to deal with rapidly changing business environments; lessons he learned from his failures and his successes in areas like healthcare, insurance, hi-tech, software, infrastructure, manufacturing, financial services, and data driven businesses.

With training in Gestalt, Nir balances both technical skills and people know-how in his books and when speaking to corporations about completing projects on time or ahead of schedule; saving costs for their finished products. For one Fortune 100 company he was able to save \$12 million in costs.

His previous books discussed business agility and agile project management, team influencing, how to lead project teams, how to build effective business teams, and the importance of how body language can silently provide influence and leadership at a business and on project teams. His books are ranked #13 in the Business and Investing Category on Amazon.

Along with authoring his books, Nir is a sought-after speaker and consultant at conferences and many organizations faced with rapid changes to their businesses. When speaking to executives and managers, he helps them focus on innovative approaches to their business, helping them concentrate on the consumer experience, leading to a fast, lean agile approach to bringing new products online.

Based in Boston, Nir speaks to businesses and other organizations around the world – bringing his unique approach to team building, coaching and agile framework to companies seeking transforming their business in a constantly changing marketplace.

Additionally, Nir works with executives at many organizations, coaching them on how to be an effective leader in a team centric approach, rather than using traditional top down command-and-control.

“The Pragmatist’s Guide to Corporate Lean Strategy – Incorporating Lean Startup and Lean Enterprises Practices in Your Business” is available in paperback for \$24.99, and eBook for \$19.99. The book is available at Apress at: <https://www.apress.com/us/book/9781484235362>, at Springer <https://www.springer.com/us/book/9781484235362> and Amazon at: <https://www.amazon.com/Pragmatists-Guide-Corporate-Lean-Strategy/dp/1484235363>

More information about Michael Nir can be found at <http://michaelnir.com>

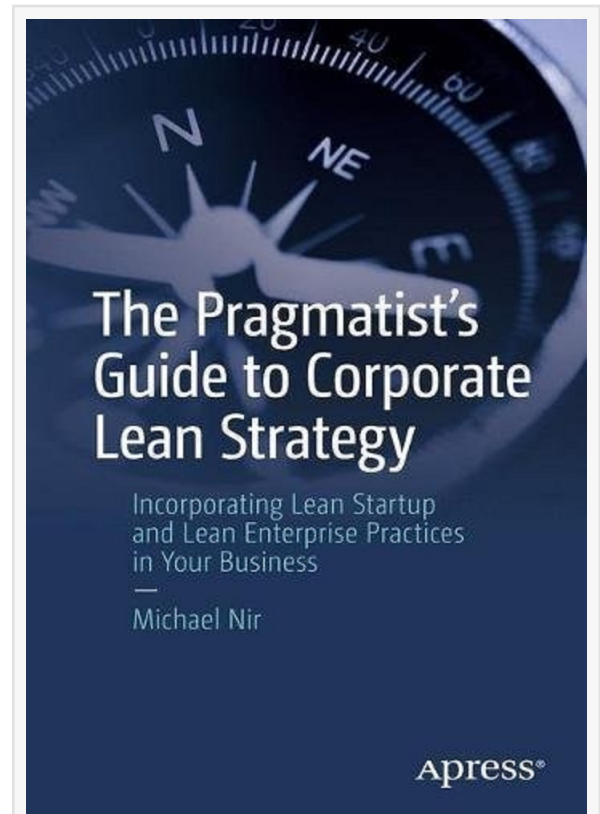
Follow Michael on social media at Facebook at MichaelNirLeadershipAgile, Twitter @MichaelNir, Google +, LinkedIn and YouTube at MichaelNir.

About Michael Nir

Michael Nir was born in Los Angeles and lives in Boston. He went to college in Israel where he also led groups of adolescents on excursions through the desert to observe emergent leadership in team settings. Once, on a hike to Alaska, he had to face down a 250-pound Grizzly Bear, with nothing but his own personality. When consulting or speaking to organizations undergoing dynamic change, he’s a passionate guide and mentor providing lean agile training and delivery programs, while building teams and conducting influence workshops. He is represented by Speaker Stardom speaker agency at <https://speakerstardom.com/michael-nir/>.

For media inquiries, interviews and appearance requests, please contact Kelly Bennett of Bennett Unlimited PR (949) 463-6383 or kelly@bpunlimited.com.

Kelly Bennett
Bennett Unlimited PR
9494636383
email us here



Michael Nir outlines a step-by-step framework on how to adopt lean agile, strategies for large corporations to fight and survive digital disruption in business.



Michael Nir, an expert on corporate leadership, has written his tenth book, “The Pragmatist’s Guide to Corporate Lean Strategy” published by Apress, a Springer Nature company.



Nir coaches executives at corporations on how to train and build effective teams in business based on lean agile project management, including how to provide leadership for those teams.

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist

you with your inquiry. EIN Presswire disclaims any content contained in these releases.
© 1995-2018 IPD Group, Inc. All Right Reserved.