

**HOW TO BECOME A
CHANGE
MASTER**



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Real-world strategies for achieving change

PHILIP ATKINSON

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Philip Atkinson

Change is one of the most important issues business has to face. Yet change initiatives – whether large or small, global or local – frequently end in failure. Too often relying on expensive external consultants, business has failed to develop its own people to initiate, support and drive through ongoing change.

Based on real-life experience rather than theory, practicalities not prescriptions, **this ground-breaking book helps you to understand change and develop the skills and strategies to make it a reality in your own organisation.**

Candid and pragmatic in approach, and illustrated with real-life examples and case studies, key contents include:

- The lifecycle of change
- The threats of not changing
- Why change fails
- Assessing company culture and readiness for change
- Deciding the focus of change and outcomes
- The core stages, activities and issues in driving change
- Implementing change across boundaries.

If you need to make change work in your organisation this book is a must-read.

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