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Better Change: Best Practices for Transforming Your Organization

Price Waterhouse Change Integration Team

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The most important challenge in corporate America today is managing change successfully. Better Change is about doing just that with proven method, with intelligence, with sensitivity. Written for business leaders who understand that their company's prosperity depends on successful transformation, Better Change offers the insight and experience of some of the world's outstanding thought leaders on change: The Price Waterhouse Change Integration Team. Large-scale change management is a special discipline, there are too many interacting factors, too many foxholes to approach it in the spirit of "business as usual." Before setting out on a bold change program, or before attempting to pull a straying change program back on course, you will serve your cause well by absorbing the message of Better Change. A guide for managers from the very first stage of envisioning necessary changes to the nitty-gritty of instituting them as smoothly as possible, Better Change has a keen sense for the corporation as a community of concerned individuals and interest groups, each with a stake and agenda. Based on the Price Waterhouse Change Integration Team's experiences with hundreds of clients, Better Change takes you into the real texture and "feel" of change projects. This is the first four-color toolkit for change with specific, practical advice on every page, supported by case studies and checklist. Beginning with The 15 Guiding Principles that govern virtually all successful change programs, Better Change offers step-by-step instructions to help corporate leaders navigate the rough water between a shaky status quo and future success, including how to effectively "sell" the case for change to seniormanagement and diversified stakeholders; clearly communicate the new vision to all levels of employees; empower employees to their fullest potential in ways that make business sense; revise the performance measures that guide and motivate everyone, from the top of the house to the lo

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