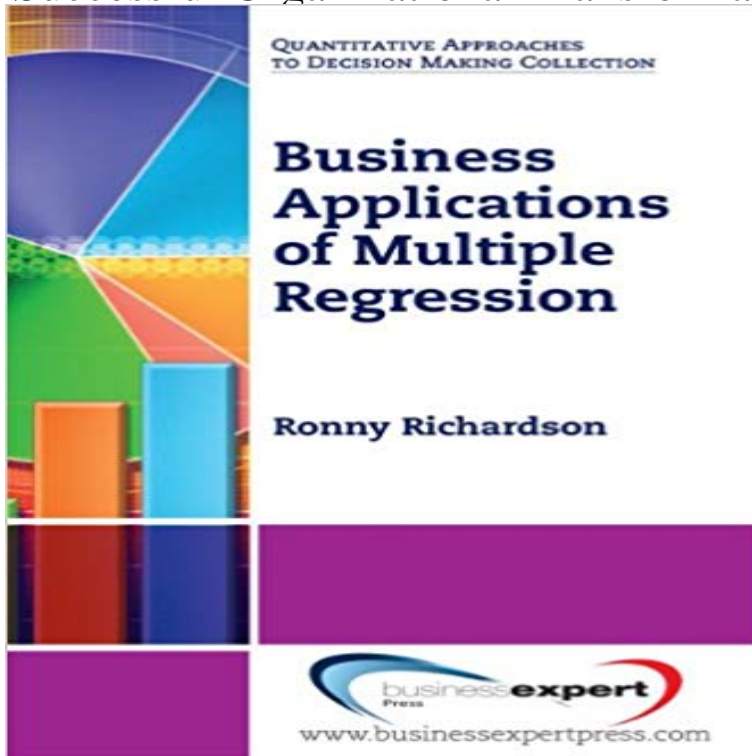


# Successful Organizational Transformation: The Five Critical Elements



One subject that is receiving a lot of attention is organizational change. Whether it is reinventing government, reengineering corporations, reforming churches, all kinds of organizations are attempting major transformations. The pace of organizational change projects is perhaps only overshadowed by the number of books on the subject of organizational change. One only has to scan the business section of any local bookstore to see that there are numerous titles on the subject of organizational change. While each book may be interesting, the books often do not build on each other and sometimes develop contradictory ideas and concepts. This book will walk you through the five ingredients of transformation. Vision: Where are you going? Leadership: How are you leading the effort, and do you have the skills? Technical Plan: How will you close the gap between the vision and your current situation? Social Plan: How will you enroll others that might be supportive or not supportive of your plan? Burning Platform: Why should you do anything? At the end of reading this book, you will understand why change efforts fail, what ingredients are needed to ensure success, and what skills are needed at the organizational, group, and individual levels to maximize improvement efforts.

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