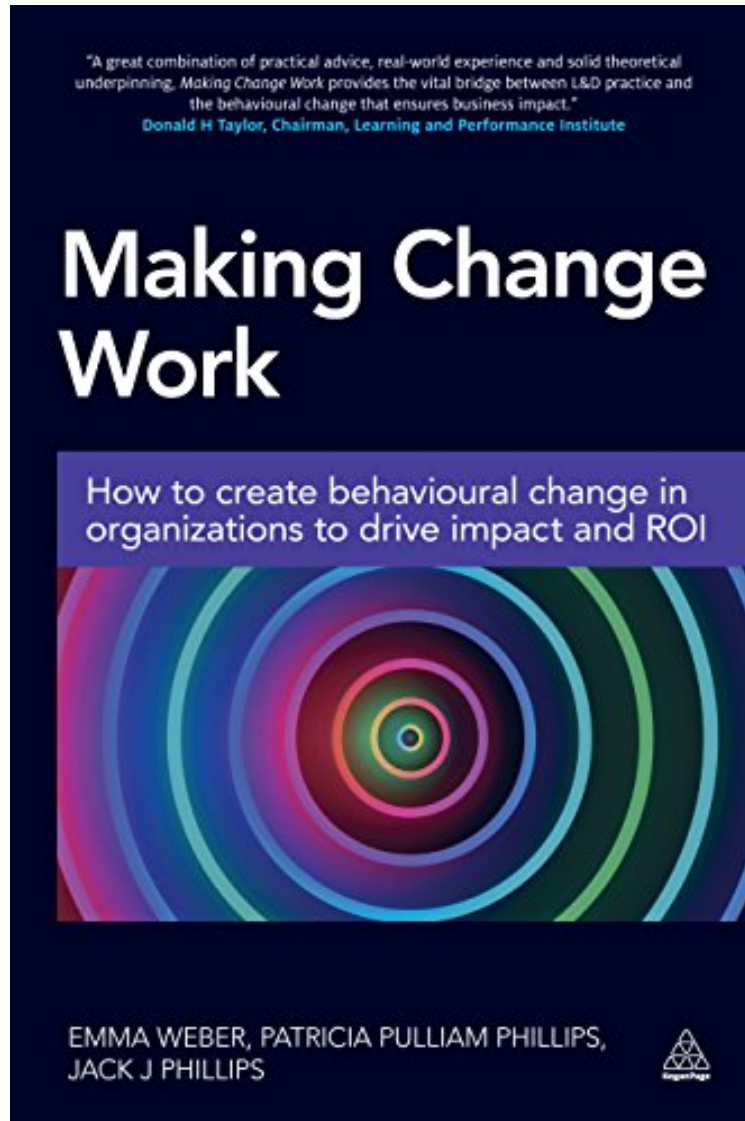


Making Change Work: How to Create Behavioural Change in Organizations to Drive Impact and ROI

Emma Weber, Patricia Pulliam Phillips, Jack Phillips
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Emma Weber, Patricia Pulliam Phillips, Jack Phillips : Making Change Work: How to Create Behavioural Change in Organizations to Drive Impact and ROI before purchasing it in order to gauge whether or not it would be worth my time, and all praised Making Change Work: How to Create Behavioural Change in Organizations to Drive Impact and ROI:

1 of 1 people found the following review helpful. SpecialistBy DarrenIngram_dot_com It is all very good coming up with bright ideas for change. Implementing them and getting them to work and contribute a positive impact and return

to the company can be a different thing. Maybe a book like this can help! Changing behaviour is the key to success, claims the authors, based on decades of research and real-world application and they bring forth a methodology and framework that they say can align projects and programmes and all participants to the desired outcome. A number of case studies are featured to show how everything can go together and run harmoniously. It all sounds a wonderful utopia that is ripe for the picking. The book, however, does require a fair degree of concentration as it is not the clearest, focussed and most accessible book that one has seen. A further visit to an editor might have been in order. That said, it is worthy of consideration and worth putting in the spadework to get to its core. A fair amount of "shocking" statistics are used to get the authors' points across but it may have been desirable and more credible to have some newer ones; they surely must exist yet their omission is noted. There were just too many small things that started to irritate this reader, which is a shame, as it probably took away deserved focus on the book. However, it is a specialist read for a relatively specialist audience. It could have been a greater thing to a greater, wider audience without compromising its core. If you need this kind of book and are prepared to invest your time into it, it still may be something you should strongly consider.

Underpinned by decades of research and application, *Making Change Work* shows that the lynchpin that connects change initiatives and their ultimate success is behavioural change. The book brings together the ROI Institute's established methodology for aligning projects and programmes to business needs and for evaluating impact and ROI with the Turning Learning Into Action methodology developed by Emma Weber to support learning transfer. It offers a step-by-step process that partners with any business initiative requiring behavioural change, providing the critical link bridging the knowledge and application. At the heart of the methodology is a framework for reflective conversation, ensuring accountability and aligning people to the desired outcomes. Cutting through complex change theory, *Making Change Work* is a 'how to' guide, providing an end-to-end approach to solve the problem that businesses have grappled with for so long from change projects that don't deliver business impact. It includes real life case studies from organizations such as BMW and the University of NSW Department of Innovation on how organizations are using the framework to create successful outcomes that are not just demonstrated but that are delivered and measurable. It is ideal for any professional who is embarking on any organizational initiative requiring change and evaluation of the subsequent ROI, whether it is a learning initiative, quality initiative or change initiative.

"A great combination of practical advice, real-world experience and solid theoretical underpinning, *Making Change Work* provides the vital bridge between practice and the behavioural change that ensures business impact."