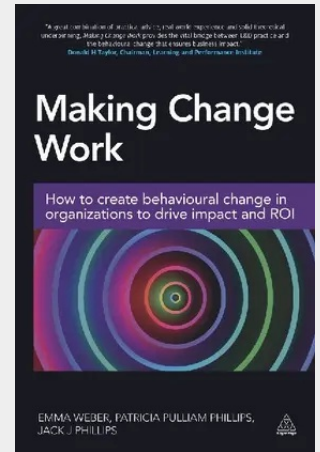


Making Change Work

How to Create Behavioural Change in Organizations to Drive Impact and ROI

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.

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