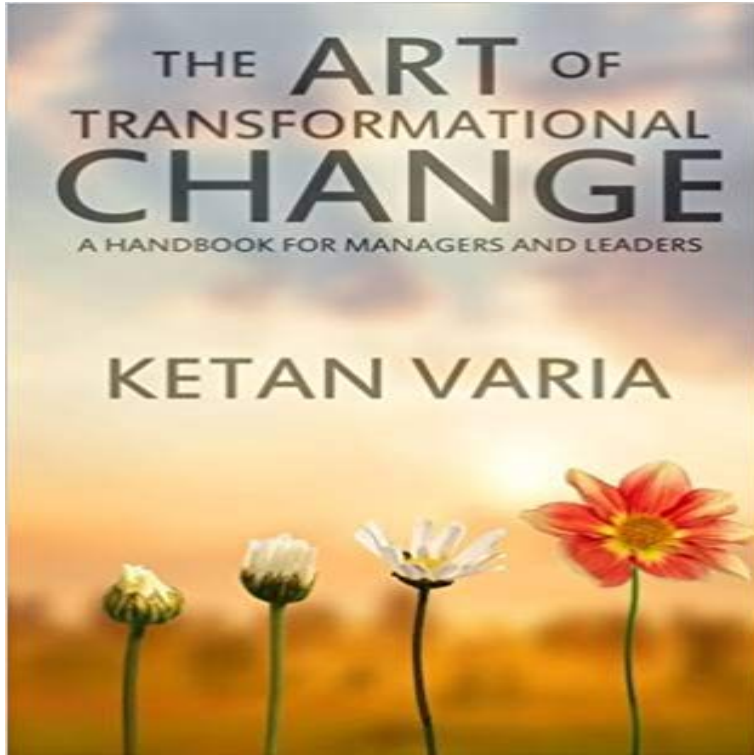


# The Art of Transformational Change: A Handbook for Managers and Leaders



Organisational change can be a complex process, requiring guidance and support throughout in order to deliver the end product successfully. Unfortunately, 70% of businesses fail to deliver transformational change successfully, repeating familiar mistakes over and over again. The Art of Transformational Change: A Handbook for Managers and Leaders, provides invaluable step by step advice on how to get it right. With over twenty-five years of management and consulting experience, Ketan Varia has constructed the ultimate guide that businesses need in order to manage the change process successfully to the end. From the multitude of techniques, Varia has crafted eight practical ways of managing change. Unlike other books on the subject, The Art of Transformational Change, outlines the steps to successful transformational change in a clear, descriptive, and informative way, using images and real life examples, which can be applied to any business. Varia thoroughly explains the three elements that every change programme needs to succeed.

Dynamic and potent, this book focuses on a proven, holistic approach to implementing, dealing with, and adapting to change. It is the ultimate change management manual for managers and leaders.

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