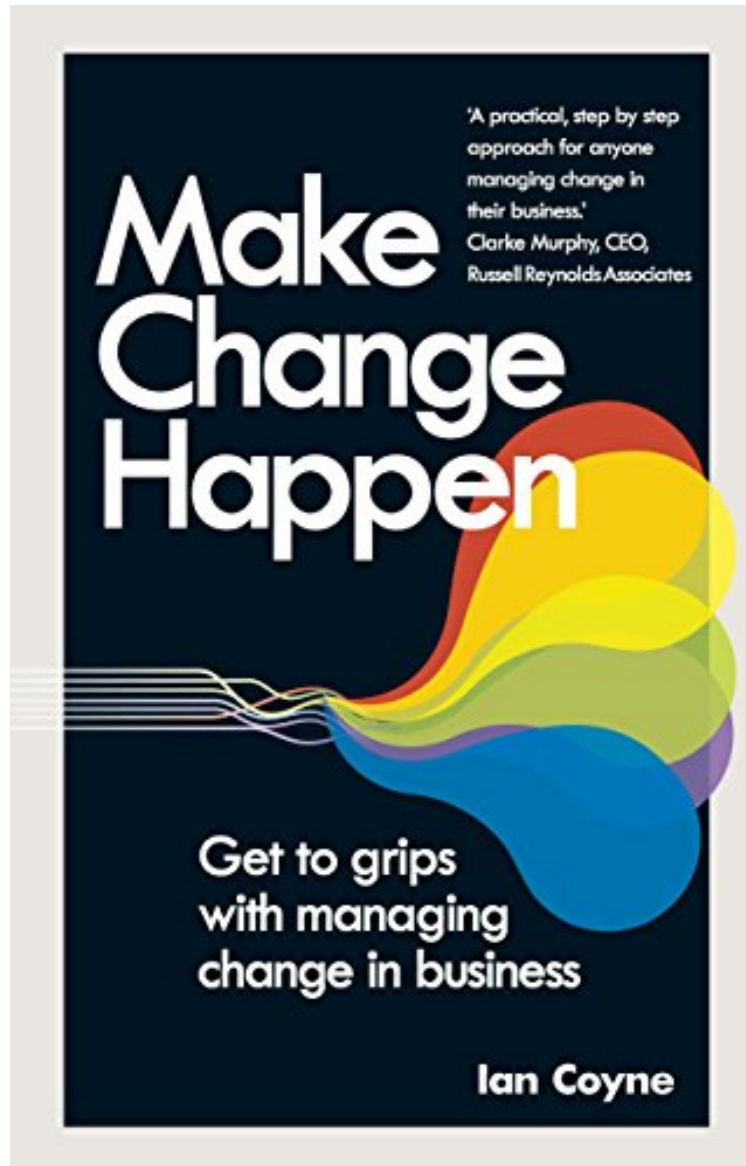


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Ian Coyne

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Change in business is constant. Manage it well and you'll grow your business, stay ahead of the curve and take full advantage of every new opportunity. The key to successful, well-managed change is in this book. Written by a specialist, its practical, visual, step-by-step approach will make sure you're always on the right track, that change in your business is smooth, stress free and well-structured, and that all your stakeholders remain on board every step of the way. Make Change Happen gives you the start-to-finish plan you need to implement your change programme and make sure you know what to do: Before you start – consider what change really means for your company: your motivation, your goals and your expectations. Once you've started – agree the goals, understand the change curve and what you can do to make a difference. In the middle – mastering the mid-project slump, closing gates and focusing on progress. At the end – knowing when you're finished, evaluating how you've done and understanding why, if things went wrong. This is your practical toolkit for the change process and how to get it right – first time, every time!