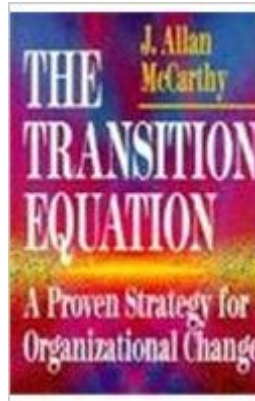




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# **The Transition Equation: A Proven Strategy For Organizational Change**



## Synopsis

Organizations all over the world are in the midst of change: they are downsizing, entering new markets using new technology, hiring new CEOs, and developing new types of products. According to organizational change expert J. Allan McCarthy, most such transitions are undertaken with too little planning, too little recognition of their impact, and too little communication - leading to waste, confusion, and lost profits. Drawing on his experience with more than 200 organizations, McCarthy offers a proven six-step transition plan for making change simpler and more effective. In practical terms he explains how a company should define the goals of the transition, assess the necessary changes, create both the broad master plan and a detailed step-by-step plan, and communicate the strategies throughout the organization.

## Book Information

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## Customer Reviews

Organization change has become a constant in today's fiercely competitive business world. We are just beginning to learn some things about how to manage large scale organizational change; but have a long way to go. Knowing how to effectively manage organizational transitions can represent a core competency, and thus a competitive advantage for an organization. The Transition Equation takes change management from the conceptual level to the specific. It does so by providing a practical and proven structure in the form of a series of phases with supporting methodology to help an organization engage in the quality thinking and interacting so critical for successfully managing a transition. In addition to the structure itself, the author's contributions in the areas of developing a

translatable vision, sorting out strategies to form "leverage points", and crafting a master plan are I think particularly valuable contributions to our learning in this area.

I enjoyed this book. I recommend it to my clients. Dr. Michael Beitler  
Author of "Strategic Organizational Change"

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