

6.1.11: Introduction to Success and Failure in Change

What you'll learn to do: Discuss various ways change has succeeded and failed in contemporary examples and organizations

We've said repeatedly that change is perhaps the only constant that a business can count on. That said, the change management techniques we've talked about have all been in response to change. And there's nothing wrong with that! Businesses should be able to respond well to change. But what about the steps that businesses take to make sure they're ready for change.

Businesses either conquer change or fall. We're going to take a look at three different examples of businesses facing change management situations and how they fared. Then, we're going to take a look at some of the prophylactic measures businesses use to prepare themselves for the changes being thrown at them in today's environment.

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