



# **Big Change, Best Path: Successfully Managing Organizational Change with Wisdom, Analytics and Insight**

*Warren Parry*

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Using ground-breaking modelling, Big Change, Best Path brings unique insights to the dynamics and process of organizational change, understanding success and failure, defining and describing the drivers and conditions of change, and the patterns and paths of organizational change. Author Warren Parry from Accenture Strategy shows that a whole new way of managing change is possible, from empirical benchmarking, predictive approaches that highlight the specific actions needed at any point of a change program, and visualization for senior managers to show how each part of an organization is responding. The author also challenges many of the myths of change management and the dynamics of how organizations respond to change, clearly showing the common pitfalls and misunderstandings. Big Change, Best Path explains a new, more analytical way and process for driving successful change, and presents a ground-breaking vision for the future of how organizations can become more agile and resilient.

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