



Here's the situation...

Things are changing. It's a different ballgame now. And status quo management won't work.

If you try to manage change the same way you've managed a stable routine situation, you're going to have real problems. It's time to switch gears.

There are major challenges facing you—

- How do you hang on to your good people?
- How do you keep morale from dropping through the floor?
- Most important, how do you get the results higher management expects of your work group?

The odds are you will be expected to get more done, maybe with fewer resources, in a shorter period of time.

Is that fair or reasonable? Doesn't matter. That's what's staring you in the face.

Productivity gets hammered from all sides. Your people may be upset, confused, or demoralized, but you still have to deliver results. And you have to protect the bottom line.

Change is stressful. Times like these can get on your nerves. But it's during the tough times that you have a chance to really grow, and to prove yourself. Here's an opportunity for you to become a corporate hero.

The company really needs you now. And you will find that times of transition and change provide an opening for you to do some remarkable things with your part of the organization.

Usually change is undermanaged. People up and down the chain of command are frequently too resistive, too reactive, and too closely tied to their old management habits.

Follow the guidelines given in this booklet and you won't fall into those traps. It focuses on the specific management steps you can take to give a powerful performance during transition and change.

Here's how to manage change, instead of letting it manage you.