



RESEARCH INITIATIVE

YOUR INVITATION

INVITING EXECUTIVES AND SENIOR MANAGERS TO PARTICIPATE IN A RESEARCH PROJECT ON THE VALUE AND IMPORTANCE OF CHANGE MANAGEMENT

The value of Change Management in *executing strategy*

Janellis are leading a research initiative on the value and importance of change management in executing strategy. The research is designed to provide insight into what others are doing in this area, including the most current thinking, approaches, tools, and new ideas.

In our last study on Executing Strategy through the Enterprise Program Management Office, most organisations cited that: *"the change management aspects of strategic execution is one of the most difficult and unresolved areas. This area appears to be the least understood and invested in part of transformation initiatives - but recognised as being critical to success."*

In continuing to work with leading organisations in driving transformation programs we know this challenge remains a high priority for many.

This research will focus on 3 key elements:

- * Understanding the role of change management in executing strategy
- * Strategies and approaches for measuring change
- * Articulating the value and importance of change management.

The key findings will be published in a special report. If you'd like to be involved please register your interest online at www.janellis.com.au/research.

Research

Interviews with executive leaders on the organisational expectations, challenges and solutions in successfully executing strategy across an enterprise.

Report

A detailed, evidence-based report that will provide up to date insights and learnings from executives and senior managers within leading Australian organisations.

Forum

Presentation of the findings at a series of interactive events attended by executives, practitioners and transformation teams from participating organisations.

REGISTER YOUR INTEREST

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