



# Making Change Work: How to Create Behavioural Change in Organizations to Drive Impact and ROI

*Emma Weber, Patricia Pulliam Phillips, Jack J. Phillips*

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When change initiatives fail, many times the organization is blamed for not aligning projects to business needs from the beginning, or for not turning knowledge into action. *Making Change Work* argues that what connects success with these initiatives is behavioral change. It brings together the ROI Institute's established methodology for aligning projects and programs to business needs and for evaluating impact and ROI with the Turning Learning Into Action methodology developed by Emma Weber to support learning transfer.

The book offers a step-by-step process for any business initiative that requires behavioral change, providing the critical link bridging both knowledge and application. Cutting through complex change theory, this book is a how-to guide for solving the problem of change projects that don't deliver business impact. It includes case studies on organizations that are using the methodology to create successful outcomes that are not just demonstrated, but also delivered and measurable.

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