



Review of *The Change Catalyst*, Campbell MacPherson, Wiley

Spoiler alert: Your change initiative is likely to fail.

According to Campbell MacPherson around 88% of all change projects fail – it doesn't matter whether it's a plan to enhance your corporate culture, a new organizational strategy, IT project, merger or acquisition: only one in every eight succeed. ***With democracy in crisis, globalisation causing business disruption around the globe, and nanotechnology and Artificial Intelligence increasingly threatening the way we work it's easy to see the need for this book.***

The Change Catalyst explains why – even with the greatest of strategies - most change programs fail by placing key causes under the microscope to examine just how to avoid the pitfalls. Not surprisingly, it's all about people. MacPherson asserts that 'Your people are your only ones who can deliver your strategy' and true to his faith, he articulates why we resist change (fear of failure; fear of the unknown; and fear of being blamed) before setting out a solid framework for banishing the blues and introducing his top ten ingredients for successful change.

This is not your typical business book crammed with verbose philosophizing and ancient wisdom. Sure, MacPherson enjoys a powerful quotation here and there (*don't we all?*), but generally this book is written in a conversational easy-to-read style and it's eminently practical. The reader is firmly positioned as the 'Change Catalyst' (regardless of your position in the hierarchy) as we are systematically equipped with the knowledge, understanding and skills to succeed, boosting your emotional intelligence and learning just how to engage people in the change. Several insightful Case Studies – successful and not – illustrate key points and further discussion.

MacPherson also adds to our professional toolkit with his *Culture Change Checklist* and *Strategic Framework* and other useful ideas to aid organizational design and performance management - many of which can be downloaded for free from an accompanying website.

Change is the only constant in the world today. And the pace of change isn't slowing down. Neither does this book. ***If you're looking for some pacey pages packed with the insight, tools and know-how needed to make sure your next change is the one in eight that succeeds, you'll do well to pick up this book.***

Andrew Sharman, Deputy Chairman of the Board, ILM