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Transforming Organizations: Strategies and Methods (Engineering Management)

Timothy George Kotnour

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Seven Common Questions that Define Organizational Transformations

1. Why does an organization need to transform?
2. What is a transformation?
3. What challenges does a transformation create?
4. How can you respond to the transformation and its challenges?
5. What are your leadership roles in a transformation?
6. What principles can help guide your strategic thinking?
7. What is a systematic process to manage your transformation strategy?

Pursuing excellence while doing more with less is a common theme driving organizational transformations. So, how do you make this work? You need a framework and a roadmap for transforming organizations to a higher level of performance. **Transforming Organizations: Strategies and Methods** supplies this framework, addressing the seven common questions related to an organizational transformation. Based on lessons learned during the Kennedy Space Center (KSC) transformation from 1995 to 2003, the book does not provide silver bullet methods, but rather an understanding of what did and did not work. It then explores how to apply that understanding to the transformation of virtually any organization.

The author addresses common transformation questions and provides a summary of lessons learned from KSC. He explores in detail how to deal with a transformation and concludes by connecting the dots into a holistic model that demonstrates how all of the information comes together to meet one common goal. This information can then be used to develop strategies and methods for an organization’s unique transformation.

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