



Research has shown that 67% of change initiatives falter. While many organisations know how to affect culture change, precious few actually do...

- What creates cultural transformation in organisations?
- How can organisations transform their cultures successfully?
- Do businesses with constructive and supportive cultures perform better?

In this ground-breaking research, the authors examine five leading Australian companies that have successfully transformed their businesses, and delivered *great* results. The authors unlock the secrets of cultural transformation by exploring what skills, knowledge and processes are necessary to ensure culture change is successful.

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