



Big Change, Best Path: Successfully Managing Organizational Change with Wisdom, Analytics and Insight

By Warren Parry

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Using ground-breaking modeling, *Big Change, Best Path* brings unique insights to the dynamics and process of transformational change, understanding success and failure, defining and describing the levers and conditions of change, and the patterns and paths of organizational change. It shows that a whole new way of managing change is possible, using empirical benchmarking, predictive approaches that highlight the specific actions needed at any point of a change program, and visualization.

Author Warren Parry from Accenture Strategy challenges many of the myths of change management and the dynamics of how organizations respond to change, clearly showing common pitfalls and misunderstandings. This book provides a new, more analytical way for driving successful change, and presents a vision for the future of how organizations can become more agile and resilient.

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Editorial Review

About the Author

Warren Parry is a managing director in Accenture Strategy with deep expertise helping global clients navigate complex organizational change. Previously, as the founder and CEO of ChangeTrack Research (acquired by Accenture in April 2013) Parry pioneered the development of Change Tracking, a predictive analytics system based on more than 15 years of research which helps organizations navigate and manage large-scale organization change. Change Tracking is used by more than 150 organizations in 50 different industries and 25 countries.

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