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Taming the Beast

How to stop resistance to change from destroying your programme

Inside every change project or programme there lurks a Beast!

The Beast prowls in any organisation that needs to change. It is emboldened by anxiety, fear and cynicism. When it feeds, it consumes profits, puts the organisation in danger and lays waste to promising careers.

The Beast is people's in-built resistance to change. This seminar takes a good hard look at the Beast, what makes it thrive, and how it can be tamed.

Drawing on experiences in the fiercely competitive market place of mobile phone development, positive and negative lessons from two programmes are used to illustrate how a people-oriented approach to planning and implementing change delivers results.



Some delegate comments

"Mark's account of the management and leadership of change was superb. He was able to make a very complex subject simple in concept and he fielded some tough questions with alacrity. The presentation itself was very well crafted in both its concept and detail. The message was enhanced by some powerful metaphors." Martin Price, Chair, London Events, Project Management Institute

"Mark delivered an impressive and thought provoking presentation on the obstacles facing organisational change programmes. I would highly recommend this presentation to anyone considering, or undergoing, organisational change." Andrew Dix, DX Projects Ltd

"Excellent presentation. As a military person of eighteen years experience this presentation is as relevant to our environment as to Civvy Street." Squadron Leader, Royal Air Force

Mark Crowne, Chair of The IET Management Network



Mark has 20 years of experience as an engineer, project manager, consultant and business executive in technology, IT, music, film and digital media businesses. He is a Principal Consultant with *Contact to ContRact*.

Mark has spoken at events for the IET, IEEE, PROG-M and PMI. He is a published author of papers on organisational change and the challenges of start-up companies. He is a Chartered Engineer, Chartered Information Technology Practitioner, Project Management Professional and Associate of the Institute of Directors.

To book this presentation contact Mark on +44 (0)787 668 3930 or at MarkCrowne@ContacttoContRact.com.

