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The strategic options available to managers can be usefully thought of as existing on a continuum (see Exhibit II). 17 At one end of the continuum, the change strategy calls for a very rapid ...

Choosing Strategies for Change - Harvard Business Review

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Strategic Transformation : Changing While Winning by ...

The underlying motivation for a transformation must be to create strong and sustainable value for the institution and its key stakeholders. For public companies and many private companies, total shareholder return (TSR)—which captures change in share price and dividends paid to the company's shareholders—is the most important lens to assess the success of a transformation.

Transformation: The Imperative to Change

The book's central message is that if managers are to develop firms that can both achieve consistently high performance and manage significant strategic change, they need to accept and foster alternative management coalitions, as well as constructive tension and contestation, while maintaining the right level of strategic continuity.

Strategic transformation - Research Portal | Lancaster ...

While almost always large and significant, transformation is an internal fundamental change in your beliefs of why you perform certain actions or do things a certain way. Unlike change, transformation does not focus on a few discrete and well-defined adjustments or shifts, but rather on a portfolio of initiatives which are interdependent or intersecting.

Change And Transformation

- A hill-climbing strategy is needed when the means of change are clear but the end state is not. For example, John Deere has taken an open-ended approach to its investments in Internet of Things technology: rather than defining an end goal from the beginning, it started with a few minimum viable products that were believed to be heading in the right direction.

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