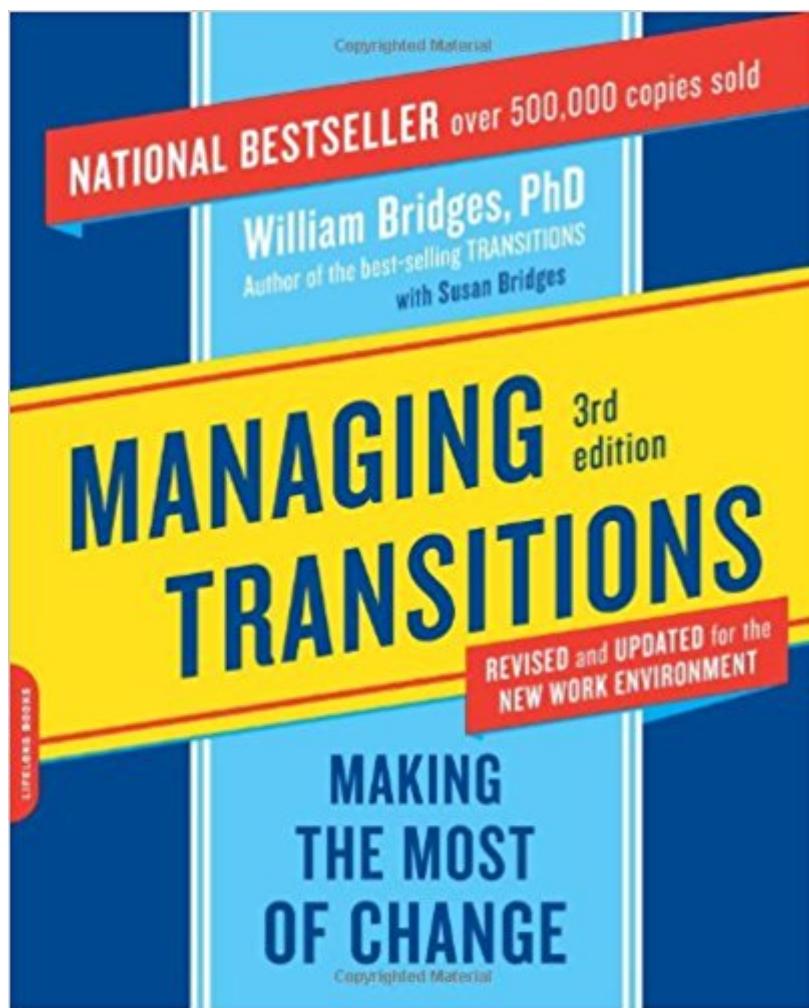


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# Managing Transitions: Making The Most Of Change



## Synopsis

The business world is transforming. Stories of layoffs, bankruptcy, mergers, and restructuring appear in the news every day. When these changes hit the workplace, the actual situational shifts are often not as difficult for employees and managers to work through as the psychological components that accompany them. Indeed, organizational transitions affect people; it is always people who have to embrace a new situation and carry out the corresponding change. The job of managing workplace change can be difficult; managed poorly, the result can be disastrous to the morale and stability of the staff. As veteran business consultant William Bridges explains, successful organizational change takes place when employees have a clear purpose, a plan for, and a part to play in their changing surroundings. Directed at managers on all rungs of the proverbial corporate ladder, this expanded edition of the classic bestseller provides practical, step-by-step strategies for minimizing the disruptions caused by workplace change. It is an invaluable managerial tool for navigating these tumultuous, uncertain times.

## Customer Reviews

Managing Transitions was timely when it first appeared twenty-five years ago. It is even more relevant now, at a time of unprecedented change and transition. The Bridges' deep understanding of how we experience the destabilizing forces of change--and their well-tested strategies for helping people through it--are more important than ever. •Marshall Goldsmith, executive coach, business educator, and New York Times best-selling author, ranked top leadership thinker in the world by Thinkers50A very wise book by a very wise man. This new edition is a celebration of William Bridges' original insights and practical guidance. With incisive contemporary cases and immediately useful applications, Susan Bridges masterfully reintroduces his exceptional work to a new generation. •Jim Kouzes, coauthor of the best-selling *The Leadership Challenge*

William Bridges, PhD, is an internationally known speaker, consultant, and author. For nearly three decades, he has shown thousands of individuals and hundreds of organizations how to deal productively with change. He lives in Mill Valley, California, with his wife.

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