

## **Graziadio Business Report – Pepperdine University – August 2006**

### **The Business Impact of Change Management**

#### **What is the Common Denominator for High Project ROI's?**

[Natalie L. Petouhoff, PhD](#), [Tamra Chandler](#), and [Beth Montag-Schultz](#)

If your company is considering a major change project, anything from a software implementation to a merger/acquisition, this article may help you as it focuses on the results of studies (over the last ten years) on organizational change management (OCM) and its impact on obtaining a high project return on investment (ROI.)

What advice would you give a friend or business associate if they said to you, "I just heard about this great investment and I am really excited about it because it has so much potential. In order to get involved, I have to put a lot of money down. And the only negative seems to be that the return on investment (ROI) is zero."

Read more here > <http://gbr.pepperdine.edu/063/change.html>