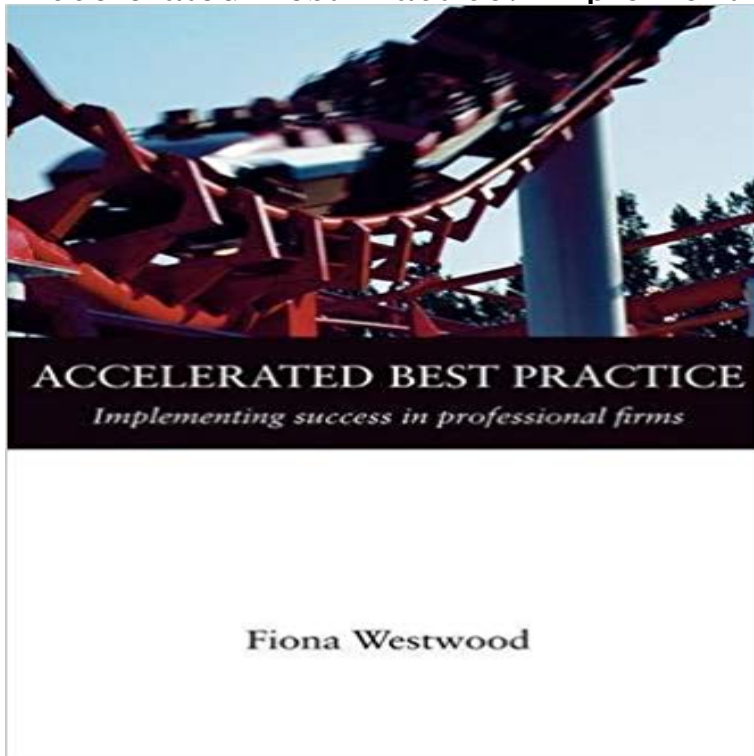


## Accelerated Best Practice: Implementing Success in Professional Firms



All professionals are under pressure to implement change. They face increased competition and external regulations. Their clients have become more demanding and critical. Quality work is at a premium with senior people moving between organisations. Professional service firms must find a way to respond positively to these pressures. Success stems from developing the ability to take control and make change happen. Professionals are trained to analyse and debate, rather than decide and act. Implementation and speed of response within professional firms remains a key problem as ongoing confusion over ownership and consensus frustrates change. Whilst there are many management books focusing on strategic change, few tackle change in an applied way and even fewer, in the context of professionals. This book provides practical tools and techniques for professionals, enabling them to harness their intellect and energy to achieve buy-in and commitment to change. Accelerated Best Practice is based on current research into successful professional organisations. It develops five key elements that build into a Model for Success. These include operational management, strategic leadership, structure, client and people development.

**Key Benefits** Allows readers to implement strategic and operational change quickly and successfully Shows professional service firms why change is necessary, how to diagnose problems and identify corrective action Succinct and practical help based on contemporary research Includes case studies, applied techniques and tools to put theory into practice.

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