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In management it has been said that Business Transformation involves making fundamental changes in how business is conducted in order to help cope with shifts in market environment. However this is a relatively narrow definition that overlooks other reasons and ignores other rationales.

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'BTM<sup>2</sup>' or 'Business Transformation Management Methodology' presents a new approach to business transformation management, developed by a unique partnership of international corporations, academics, and consultants in response to the increasing pressures on organisations to perform in the face of a rapidly changing environment, and the inability of current transformation models to help in the implementation of change processes.

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**A Handbook of Business Transformation Management Methodology**

Transformation is enterprise change that impacts traditional power structures. It's highly disruptive, and you can bet you will face resistance. Perhaps shockingly, it will probably be greatest in your own management team! Don't think you can get Transformation just by a Communication Plan.

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Business Transformation is the process of fundamentally changing the systems, processes, people, and technology across an entire organization, business unit, or corporate function with the intention of achieving significant improvements in Revenue Growth, Cost Reduction, and/or Customer Satisfaction.

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