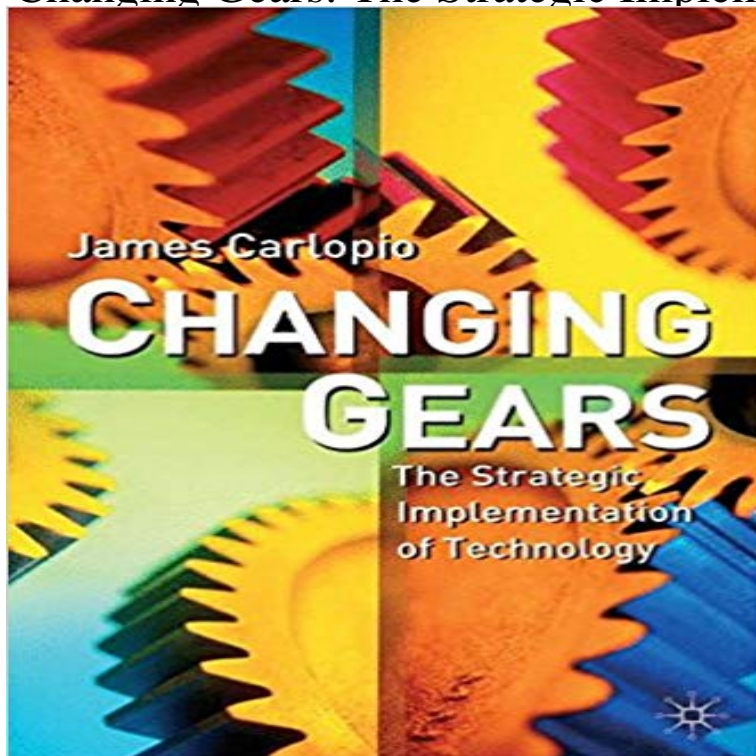


Changing Gears: The Strategic Implementation of Technology



Many change management programmes designed to implement new technology are unsuccessful. The author draws upon a number of perspectives in change management and organisational strategy to show that failure is often not to do with technical factors but because of resistance of the workforce. He presents a new approach to implementing technology based upon the persuasion and commitment of the main stakeholders. Carlopio argues that senior managers should take organisational sensitivities and characteristics into account and build a communication and training and development strategy that will support the implementation of change. In this way, members of an organisation will be encouraged to embrace the new technology and it will become a part of their corporate mindset.

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