

WILEY

CHANGING THE GAME



**THE PLAYBOOK FOR
LEADING BUSINESS
TRANSFORMATION**

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Contact Graham for:
» information about this book
» scheduling an interview
» obtaining a review copy

GAME-CHANGING BOOK REVEALS HOW TO TRANSFORM AN ORGANISATION – JUST IN TIME.

- COVID-19 has inflicted a decade's worth of disruption in a single year.
- Businesses sit at the crossroads, facing transformation in one direction, and fighting for survival in the other.
- Leaders and businesses that harness global best practice will overtake then dominate their competition.

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This book will arm leaders with the framework, practical tools and a roadmap, so they can drive a step-change in their organisation, from start to finish

David Thodey AO. Chair, CSIRO

THE AUTHORS



MICHAEL VULLINGS is a corporate executive and leader in the field of business transformation, with a track record of achieving breakthrough results, leading change, and transforming organisations. He has deep-sector expertise in telecommunications, media and technology industries. His qualifications include B Laws (LLB), B Comm (Media), M ProfAcc, M Arts and M CorpGvnce, obtained from leading universities in Australia.



GRAHAM CHRISTIE is an expert on customer-led transformation and has advised numerous corporations on change and transformation strategies, and corporate innovation initiatives. A successful entrepreneur, he co-founded and led a pioneering digital services business that expanded internationally across ANZ and South-East Asia. He is a director and investor.

THE BOOK BUSINESSES NEED NOW

Only 12% of business transformations fully accomplish their goals¹, so many companies risk slipping into decline and ultimately failing unless the expertise on how to plan and execute a successful and holistic transformation is understood by leaders and teams.



Real-world, battle hardened leading practice is typically both difficult to acquire and challenging to implement – until now. ‘Changing the Game – The Playbook for Leading Business Transformation’ provides executives, managers, teams, and consultants involved in devising and executing transformation program an invaluable step-by-step blueprint.

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The message is clear, transform or watch your company and its fortunes diminish or disappear. Vullings and Christie apply their wealth of lived industry experience to bring a must-read, practical guide for leaders to create change and build the capabilities they need to transform their organisation and build sustainable competitive advantage. Changing the Game is not just theory, rather a step by step guide to transformation.

Mark Buckman, Former Chief Marketing Officer, Commonwealth Bank of Australia;
Former Chief Marketing Officer, Telstra.

WHAT'S INSIDE

Incorporating case studies of leading organisations and individuals, and a wealth of practical tools, readers can build a foundation for change in their organisation, define a clear path forward, mobilise teams, assign responsibilities, execute initiatives, track progress, and sustain momentum.

- Features a foreword by David Thodey AO, and support from industry leaders, including Sir Tim McClement KCB OBE, Michael Pratt AM, Jim Patrick AO, and Adam Warden
- Enables readers to create a dramatic change in company performance with a results-focused approach based on leading management practices
- Contains more than 20 in-depth sections and numerous ready-to-use tools and templates that can be adopted in any organisation to accelerate results

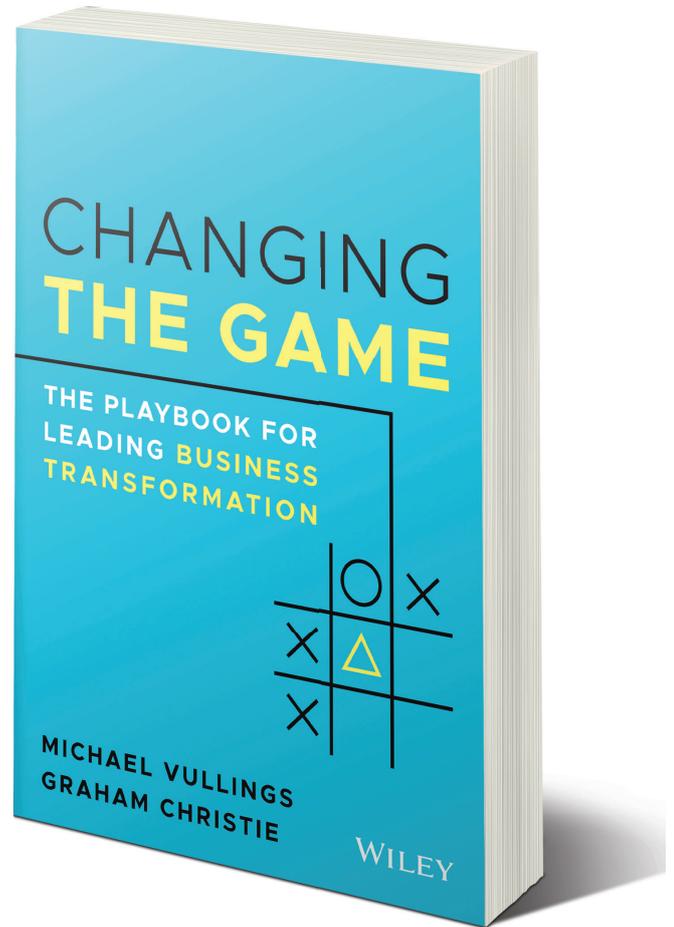
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Being able to transform an organisation is the ‘must-have’ skill for the 21st century. Michael and Graham combine the proven techniques of top executives and consultants with real world insights and experience to offer a complete insiders field guide. This book is a must for anyone involved in leading change that will enrich their understanding of what it really takes to transform a company, division, function or team.

Olaf Pietschner, CEO Capgemini Asia Pacific & Middle East.

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*The complete and
comprehensive guide to
business transformation*

Wiley



THE AUTHORS SEEK SUPPORT IN PUBLICISING THE JULY RELEASE OF THE BOOK THROUGH OFFERING CONTENT, INTERVIEW AND A BROADER MEDIA PARTNERSHIP.

Changing the Game: The Playbook for Leading Business Transformation is written by Sydney-based co-authors Michael Vullings and Graham Christie who combine international, corporate, consulting and start-up experience.

Their aim for the book is to democratise real-world leading practice and place it in the hands of a generation of executives to accelerate their success.

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