

# The TRANSFORMATION Project

**W**e all know that we're in a period of radical change because retrenchment management is well under way. The conditions pose both a threat to survival and opportunities for innovation, growth and sustainability. If you are re-thinking your overall, operational or project management strategies for performance improvement, we can help.

The TRANSFORMATION Project is currently located within Aston Business School, one of the top rated business schools in the UK and Europe. The project is funded by the prestigious Economic and Research Council and is supported by the Association for Project Management. Due to the success of our new product development, we are in the process of setting up a spin out company, also called The TRANSFORMATION Project. This means that we can competitively meet your organisational needs.

The TRANSFORMATION Project has been developed by working in a collaborative partnership with colleagues from the public, third and private sectors, and has created two new products: the Receptivity for Change Toolset and the Actor Analysis Toolset. The toolsets accurately diagnose your transformation potential as a response to the pressures you are facing from outside and inside your organisation – they specifically reveal what you are doing well and areas for development, which means we can help you improve the delivery of your services. They achieve this through The TRANSFORMATION Pathway, a clear change management strategy, with stage gates to measure your progress at key times. The toolsets are designed to integrate into your project management processes.

We know the toolsets work because of our rigorous development and testing process. This is the unique benefit of The TRANSFORMATION Toolsets having emerged from a research-led university, and one that values practitioner insight. Dr Michael Butler, the Project Lead, has been working in this area for 20 years, both as a management consultant and an academic researcher and teacher.

The toolsets have already helped Warwickshire Police to successfully implement the Automatic Number Plate Recognition (ANPR) project across the Warwickshire region – targets have been exceeded: road safety improved and crime reduced. Translink, the brand name of the integrated public transport operation of Citybus, NI Railways, and Ulsterbus, used our Receptivity for Change Toolset to review and improve their change management practices through an Executive Development session. Other project partners include: Birmingham Local Education Partnership, Echo Managed Services, Playgroup (a London advertising agency) and NHS Warwickshire. The project has also been supported by Associated British Foods and DHL Supply Chain. We are presenting our work through various new channels and learning networks, for example, the National Council for Voluntary Organisations.

“We thought The TRANSFORMATION Project would be full of academic theory, that probably would have achieved very little other than further clouding of the actual issue. In reality the process actually allowed us to understand what the problem was. We knew there was a problem but I think that we now have a much greater understanding of what the problem is. That is a massive step towards

*Management tools for performance improvement...*

solving the problem and quite honestly, I doubt that we would have achieved that if we had been left to our own devices,” Chris Alexander, ANPR Manager, Warwickshire Police.



*Dr Michael J R Butler*  
[www.thetransformationproject.co.uk](http://www.thetransformationproject.co.uk)

Our website has lots of information about the toolsets, case studies and services – a workbook will be uploaded soon. You can sign up to receive information about

our work through a regular e-zine and get advanced notice of upcoming events. We have an interactive page for you to share ideas. You can join The TRANSFORMATION Project Group on LinkedIn.



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