**Chapter 9**

**Strategic Change is all in the timing**

INSEAD Professor Quy Huy explains why effective strategic change is all about timing.

*Use with:* <https://www.youtube.com/watch?v=4xEMtheGzjs> (6:37)

1. Why do strategic changes frequently fail?
2. How is effective strategic change linked to the time dimension?
3. How do individuals in an organization make sense of a strategic change?
4. What is change fatigue? How can it be avoided?