**EXECUTIVE SUMMARY**

Leaders are responsible for setting the context for change within their organizations. A Culture and vision must therefore be developed that supports the planned change. This study examines the role of the leadership in leading change in East Africa Breweries (EABL). The outcome from this study could be used to inform church leaders and other business leaders so that they may become effective change agents who will be able transform their organizations and thereby enable them to remain relevant in relation to ever-changing customer needs, economy and ever changing world. The study was carried out at (EABL) to assess the role of leaders in leading change within the organization. The qualitative method was used whereby three senior managers were engaged in one-to-one interviews and their views were recorded and transcribed to generate the data.

The first chapter of this paper is the introduction and includes the, background, rationale, and justification of the study and the definition of terms. The second chapter contains the literature review. The third discusses the methodology and the geographical setting while the fourth chapter contains the results and the analysis in relation to the literature review. The fifth chapter contains the conclusions and, recommendations.

From the study, several factors contribute to the success of change initiatives in EABL. It was evident that the success of any change initiative lies squarely on the top leadership and the availability of effective teams among the top leadership. The success is attributed to the visionary and inspirational leadership, value-based leadership, and organizational core values that enhance growth, empowered leadership emanating from transformational and transactional leadership, and leadership practices that promote benchmarking, talent spotting, customer responsiveness, building an organizational culture that supports learning and growth, creating a sense of urgency, creating a guiding coalition, enabling employee relations and involvement, and responsiveness to employee needs.