



Setting up for
success in change projects

Items to be covered in your journey

- Reinforcing the need for change
 - Being aware of your organization's current status
 - Defining the desired state in conjunction with key decision makers
- Identifying the readiness for change
 - Attaining commitment to change and a mandate to lead
 - Understanding the prerequisites to be successful in change
 - Gaining insights in those elements that contribute to success
 - Conducting a Change profile-scan
 - Identifying strengths & weaknesses
 - Providing SMART follow-up activities

What literature states about change

Influential sources of business information state that around **70%** of change initiatives **fail**

- [John Kotter](#) and [Ken Blanchard](#)

Research from these gurus in the field of change management revealed that only 30 percent of change programs succeed

- [International Project Leadership Academy](#)

A number of studies have been completed that look into the success/failure rates:

- McKinsey
- Geneca
- KPMG
- IBM
- Logica
- US Government
- ISACA
- Guardian

Why change projects fail...



Too often change projects fail

- not because the ideas themselves were poor
- but because the changes were **not well thought through** from the beginning of the project

Check to which degree the statements below **apply in your organization**

1. Key decision makers encounter a situation with a need and/or ambition for change
 - The severity of the situation is recognized
 - Finding solutions is critical for the business
2. Leaders are willing to use a methodological approach
 - Gut feeling is banned
 - Fact-based decision making is embraced
3. You as change leader are given a mandate for action and authority to lead

What if...

In case the statements on the previous slide are **not all** answered positively...

...then your change project is

at risk



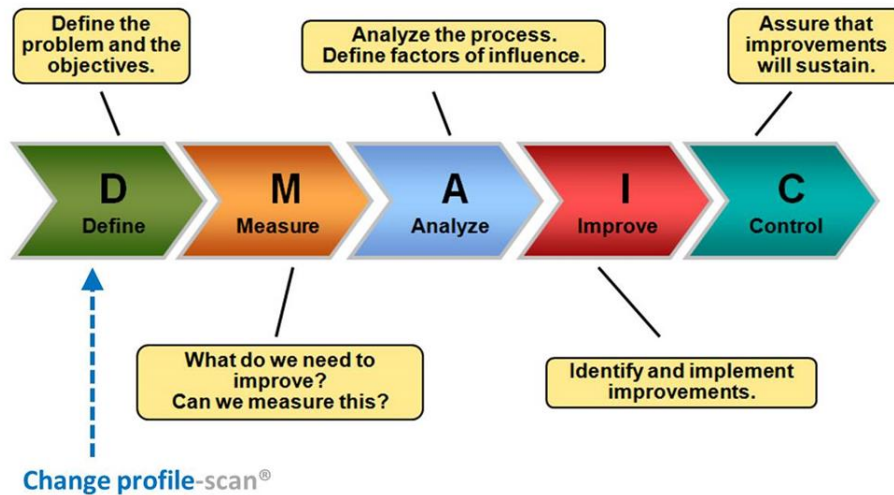
RECOMMENDATIONS

- GAIN CONCRETE INSIGHTS OF YOUR CURRENT STATUS
- DO SO AT THE EARLIEST POSSIBLE STAGE OF YOUR PROJECT

Gaining concrete insights

When?

- ◆ At the earliest possible stage of any change



How?

- ◆ Team dialogue about essential change elements

With whom?

- ◆ All key decision makers

Why?

- ◆ Providing the change project a proper start

When...

earliest stage

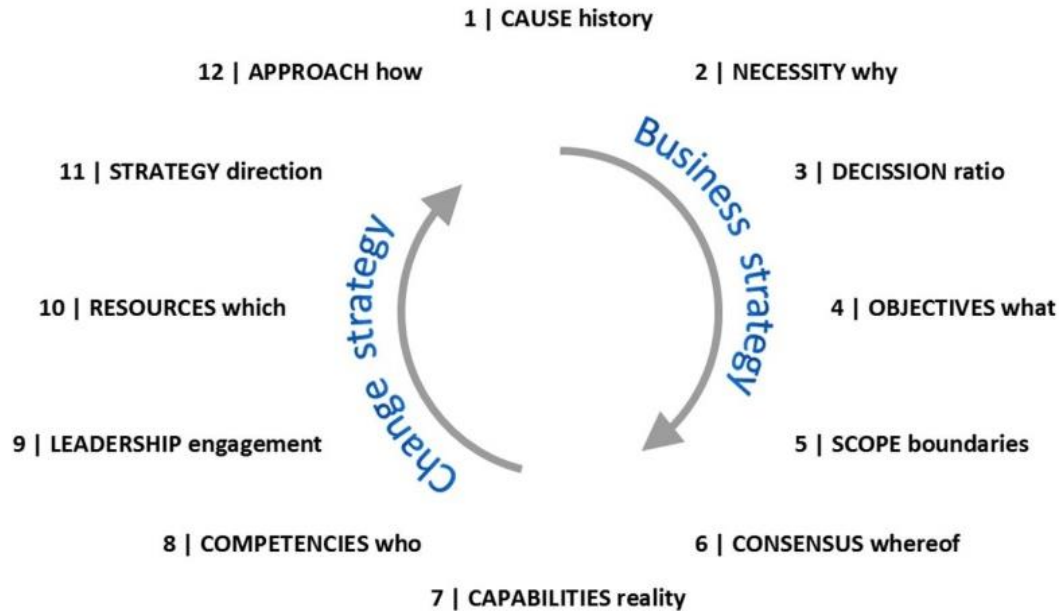
- At the start of change, often a lot is unclear
 - That is normal
 - Avoid 'gut-feeling' behavior
 - Continue 'thinking-mode' behavior
 - Stay focused

- Use the Change profile-scan to gain concrete insights
 - Understand stakeholders opinions
 - Make issues explicit
 - Generate order and focus
 - Come to SMART activities

How...

team dialogue

Conduct a profound team dialogue about essential elements in change

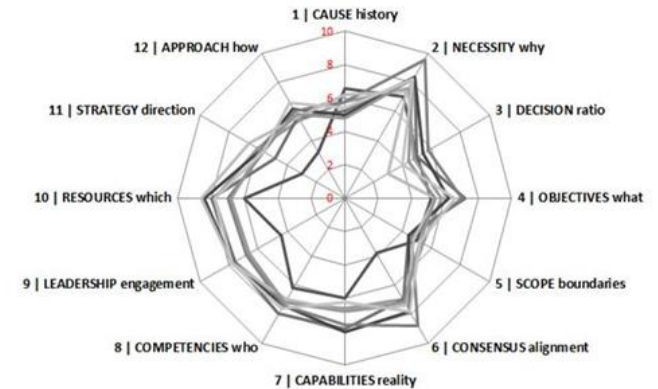


*“The Change profile-scan
is an instrument
that generates insights in
12 essential change elements”*

With whom...

- The Change profile-scan is executed:
 - together with all key decision makers
 - under expert guidance
 - on the basis of 60 validated statements
- The scan helps key decision makers:
 - structuring their thinking
 - sharpening the setting of change objectives
 - managing risks of change

key decision makers



Why...

for a better start

- Empowering leaders of change to:
 - Manage risks
 - Focus on the right things
 - Guide your team
 - Shape conditions for success
- Provides change projects a better start and a greater chance of success



Summary

In order to **LEAD** a change process successfully, you need:

- An unconditional mandate from your management
- Deep insights in the readiness for change in your organization



Concrete insights set **direction**
and lead change to **success**