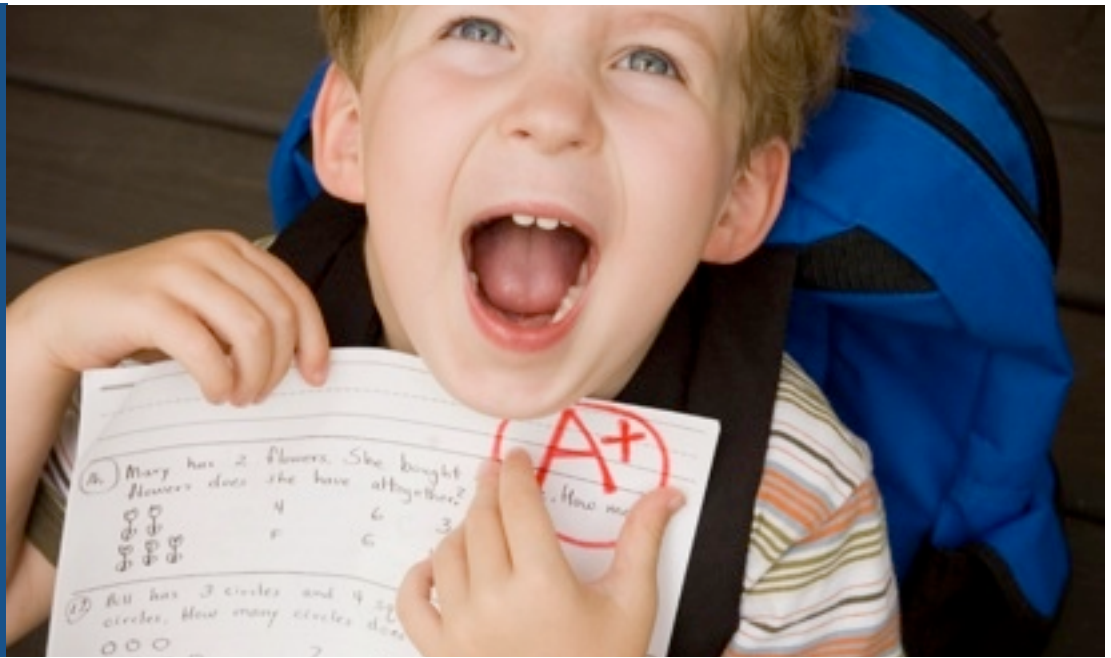


MORPH

Volume 5 - 2009

Transformational Change is a boutique consultancy specialising in helping business and business leaders manage change



Are you on track?

By Nicole Perry

Statistics reveal that more than two-thirds of change initiatives fail to deliver their promised gifts.

Six months after the launch of a new initiative and the email campaign which publicised and energised it falls away. Management and the project team are happy, they have met the timelines and budget as promised. Now they are busy dealing with other priorities as they wait for the benefits to roll in as expected. But will they?

Six months down the track and the reality looks grim. The new system is under utilised, new product sales are slower than expected and new procedures are being ignored.

This is a typical snapshot of how companies experience change in real life. This is what happens in two out of three cases. So what does it take to create stickiness, to embed change into the DNA of a business?

Critical to any change program is having a clear, strong, appealing vision of what you want to create and the courage and resilience to attain it when facing insurmountable barriers. Understanding what the future looks like and leading the charge is only half the battle.

The real test comes with putting in place a system that can accurately track its progress and reflect the momentum you are creating. Without this, you are directionless; navigating without truly understanding how far you have travelled and no insight into where your next roadblock may come from.

Developing mechanisms that quantify and track change helps translate what can be elusive and intangible into concrete, specific outcomes. Creating a change “report card” brings clarity to your vision for those on the journey with you.

There are many ways you can create your own change “report card”. Targets can range from financial to non-financial, lag to lead indicators. Whatever proof points you choose to track need to represent true change.

This report card should be reviewed regularly and form a key part of management meetings. It stimulates discussion and helps create a shared view of the progress and current status of the change. It will help you easily identify what areas are in need of urgent attention and which division/team is leading the charge in the name of change. *

“Six months down the track and the reality looks grim. The new system is under utilised, new product sales are slower than expected and new procedures are being ignored”

For more information on change please visit the Transformational Change website www.transformationalchange.com.au

Nicole Perry, Director
phone +61 488 022 781
nicole@transformationalchange.com

