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Errors that can trip you up in Transformation projects

1

Fail to plan, plan to fail

Transformation demands clear thinking, a strong sense of purpose, a structured and a phased roll-out. Assume that the rest of the company can interpret a 'Board' Strategy and deliver it 'pronto' and the ship will sail alone.

2

Fixating on distant Goals

Sharing a complex 5 year vision with ambitious targets will disillusion the workforce. Define your simple strategic pillars, phase your goals and communicate regularly to engage and empower cross-functionally.

3

Passive Leadership

Modern culture is becoming more collaborative and empowering. But in Transformation, people seek direction and strong leadership.

4

Disconnected CEO

The ideal transformation leader is the CEO but if they are an excellent yet traditional CEO who understand the business 100%, elect a transformation Director as a strategic support. The organisation needs both skills.

5

Failing to get Internal Buy-in

We all have different motivations and aspirations. Don't mistake company loyalty for business vision. Find the 'right approach' for cultural change

6

Believing that change is led by IT

A common misconception is that Digital transformation is led by IT. Whilst IT is a critical enabler, transformation is about inspiration, change and emotional intelligence.