



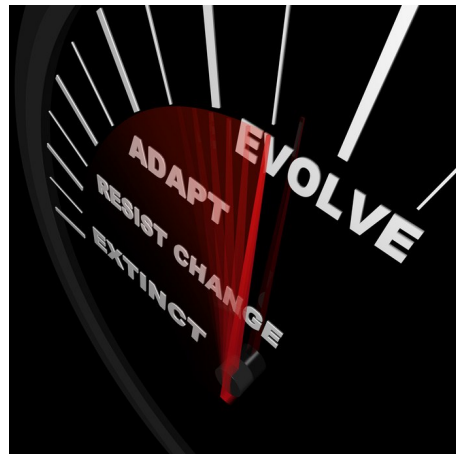
Dear «First»,

March 2012

## With a changing environment businesses must change too

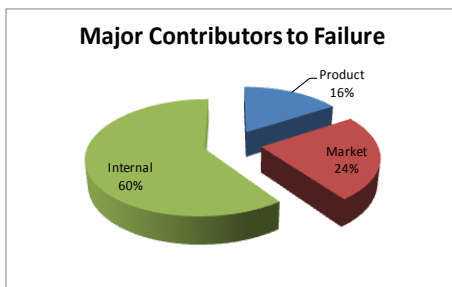
### 1. Change is the key to success

[A recent BBC report points out that the life expectancy of companies has fallen from 67 years in the 1920's to around 15 years now.](#) Change is unsurprisingly, key to a long life :- for example Nokia started out in wood pulp and in the 1990' you could see their brand name on TV sets in European hotels. Many Japanese companies have changed many times, starting out in resources and moving to shipbuilding, electronics and domestic appliances among other things. Examples of lack of change and its impact on a business are legion, Kodak, Polaroid, the book & music industries have all to various degrees resisted change and are now paying the price.



### 2. The Statistics of successful change are not good.

Up to 90% of all change and business improvement projects fail according to an IBM study .The intriguing thing is that most projects do NOT fail due to the change itself, but due to the failure of the business to respond or embrace the changes. A second study looked into this and found that of the failures :-



- 16% were attributable to the product or service.
- 24% were due to poor market positioning.
- 60% was due to internal issues within the business.

[Read more](#)

### 3. Business Transformers specialises in

[Contact Business Transformers Ltd by e-mail](#) ,or by calling 0794 1161321 for a no obligation review and discussion. For more information on change management and business improvement, plus information on funding options check out the [Business Transformers website](#).

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