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## 1. If I was going there I would not start from here.....

I recently booked my first trip on Expedia (ok I know), and like most people I started with the place I wanted to go—no problem. When however I started to look at how to get there then things got much less fun—maybe I should have looked at what was available from my desired starting point.

A recent report by [Towers Watson](#) (the International Consultancy Company) states that almost 60% of businesses start a change or strategy programme without understanding where they are starting from. A little further on in the report they note that less than 40% of businesses have any effective measurement system of how the change



is progressing so I guess that means they have no idea how they are progressing on the journey. A large [IBM survey](#) a while back identified that up to 92% of all business change/improvement projects fail and that the biggest single cause was changing the wrong thing which seems very similar to not knowing the starting point.

Like any journey, change projects, be they short term or strategic rely on 3 major elements:-

- Knowing where you are starting from
- Knowing where you are on the journey
- Having a good idea of where you want to end up

Business advice is often focussed on the goal of strategy, or on enablers to for effective implementation, but if you do not understand where you are starting from what are the chances of success.....

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## 2. Once you sort out the road map people are the key

In other research finding [Prosci](#) (the Bench Marking outfit) published the results of a 16 year study into change management. They claim that managing the people side of change increases your chance of success 6 fold—an interesting number but of course it is always the

## 3. Want a no obligation discussion

If you would like a no obligation chat about change management, business improvement or metrics and control systems please contact us and we can set up a call.

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