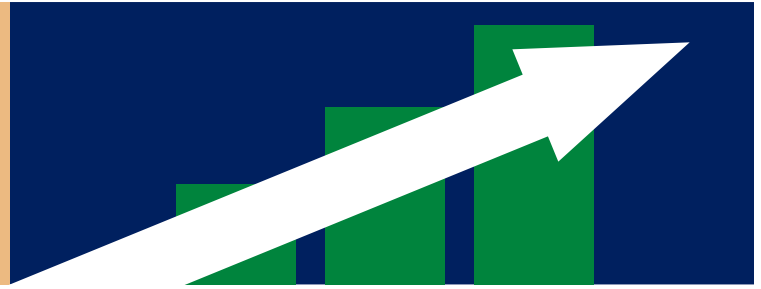


# 3 IDEAS YOU CAN BORROW FROM SUCCESSFUL BUSINESS TRANSFORMATIONS



How do you begin to plan for change in your organization when you know that only 30 percent of business transformations achieve success? By taking the time to create a framework for success. That simple sounding first step is what allows 30 percent of transformations to triumph against the odds. The leading causes of failure are employee resistance and leadership actions that run counter to the desired changes. Keeping this statement in mind, let's start by creating your framework and then we'll share three ideas you can borrow from successful business transformation.

## ADOPTING AN INTEGRATED BUSINESS TRANSFORMATION FRAMEWORK

We follow this approach:

### Envision



Where are we going and how will we know when we get there?

### Engage



Who are our stakeholders, how are they impacted and how do we ensure they are engaged at the right level to secure buy-in?

### Transform



How do we undertake the journey while keeping everyone energized and focused on the destination?

### Optimize



How do we make the change stick and achieve benefit realization?

You've already identified the need to launch an enterprise-level transformation program in order to build and sustain some new business outcome. High-performing organizations build and continuously enhance their business transformation capabilities in a holistic, structured way – and you can too.

## HERE ARE 3 IDEAS YOU CAN USE TO ELEVATE YOUR TRANSFORMATION CAPABILITIES:

**1** **Build a Case for Change:** Align your transformation to existing organizational strategy and objectives. Yes, you need to define where the organization is going and the indicators that will tell the team when they have successfully arrived at the future state. By aligning to goals and values that already exist in the company, you will be communicating in a language that the team already speaks, in a persuasive tone that they are already tuned in to. Set a strong strategic goal, define the value of achieving this goal, and clarify the metric that will indicate success.

**2** **Create a People Plan:** You probably already know that you will need an internal champion, or two, to secure executive buy-in. But don't forget that one of the biggest roadblocks can be employee resistance. Looking across an organization at the structure, roles and responsibilities, and culture to ensure they align with the desired future state is critical to support transformational change. Create a people plan to ensure you have both the leadership buy-in to support a long-term transformation as well as champions who can manage human capital and encourage the workforce to embrace changes. Why do those 30% of business transformation efforts succeed? People buy in to solutions that fit, so you need to help them understand what's in it for them.

**3** **Include Process & Technology Integration:** The once superior operating environment that your company invested in is probably becoming a legacy burden as you try to capitalize on new technologies. This is what is holding you back as you attempt to redesign current business processes and implement new ones. Organizations can achieve and maintain competitive edge through constant innovation, operational superiority, and strategic differentiation.

By planning for obstacles in advance and learning from the successful transformations of others, organizations can simultaneously unlock major improvements and boost their long-term performance.

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## ABOUT SOLOMONEDWARDS

SolomonEdwards is a national professional services firm focused on strategy execution. We create success for our clients by providing extensive experience, deep subject matter expertise and adaptability within ever-changing business dynamics. Through our business consulting division we execute on custom solutions to solve clients' critical business issues related to business transformation, accounting and finance, governance and regulatory compliance and mergers and acquisitions.

Whether launching new go-to-market strategies, improving operating efficiencies, or conducting technology implementation, business process re-engineering, or leadership/culture change, SolomonEdwards' Business Transformation service addresses these challenges through a suite of offerings that includes:

- Project, Program & Portfolio Management
- Program & Portfolio Discovery
- Project Management Office
- Change Management
- Communication
- Organizational Effectiveness
- Business Process Redesign / Improvement
- Business Analysis & Analytics

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