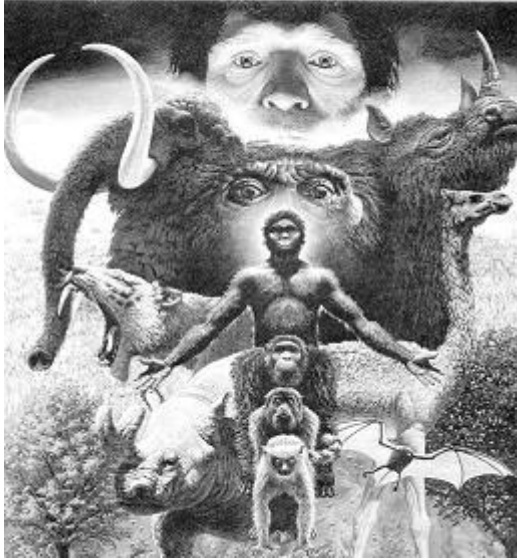


CREATING SUSTAINABLE COMMERCIAL ADVANTAGE: 2. The benefits of organised change

Success rarely happens by chance. Success is the product of preparation meeting opportunity.

Evolution and “survival of the fittest” does not mean survival of the strongest or the most intelligent – but the survival and development of those with the greatest responsiveness to change



The world is changing. The pace of change is increasing. Within a changing commercial landscape all businesses are evolving.

The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow. (Rupert Murdoch)

Complex business needs to organise its change and evolution. It needs to do this in order to reach the overall strategic goals with less risk and less cost, and avoid the obvious pitfalls.

This capability to change needs to be organised on the basis of business benefits, within the in-depth understanding of how the wider world and the general market is developing.

Ad hoc and piecemeal change creates chaos with the result that costs increase dramatically.

Restricted development through resistance to change creates an inability to move with the result that market share is lost.

Only organised change can create the necessary organisational flexibility and rigour that can then take advantage of opportunity.

Change is a business reality.



For example: technology enablement is usually 20% technology and 80% people and processes.

Without the proper management of change, 80% of the enablement is at risk.

The Alt3 Business Consultancy function advocates a simple approach to the management of change in order to guarantee benefits:

1. The overall strategic objectives.

- what are they and how can they best be reached without extra cost and risk?

2. The different developments taking place.

- the different pieces of the jigsaw and how they fit together. Do they compete? Do they overlap? Do they compliment? How can lessons be learned and synergies gained?

3. Accountability.

- the stakeholders, their roles and responsibilities, the timescales – and consequences of reaching the goals or failure to do so.

4. Visibility.

- communication to all concerned, not keeping the development as a secret or hiding facts. Everyone has an input. Everyone must sign up to the process and their specific roles.
- “change controls” in place.

5. Governance.

- the timely identification, tracking and realisation of benefits.
- the role of managing multiple changes within the overall strategic evolution.
- order
- discipline
- communication

Interested? Contact us to find out more.

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dynamic strategic development in a time of great change