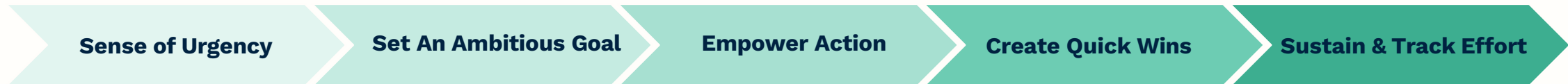


Our business transformation framework takes into account “hard” and “cultural” aspects



Why?

In order for companies to make radical change, **people need to feel that profound change is vital & ineluctable**

A very ambitious goal will **challenge the organization** and call for radical improvements / change

Resistance and obstacles need to be identified and removed to empower action

Nothing **motivates** more than success, so create quick wins, recognize and celebrate them early in the change process

Disruptive technologies & trends evolve at an unprecedented pace, **change is the new normal**

How?

Sincere and consistent **communication** about market circumstances, challenges and opportunities will persuade change leaders of the “**burning platform**”

A **core change team** has to define the **new vision** that carries the ambitious goal, then articulate a good rationale and strategy

Core change team need to be formalized and the strategy need to be structured into an **implementation plan**, incl. responsible, milestones and KPIs

First initiatives to prioritize should have **visible impact**, solve customer/employee pain points. The change team will gain adherents and the organization will start moving

Consistent and robust tracking of change efforts need to be complemented by a **customer-centric culture** and data-driven processes

Source: BrightWolves Business Transformation Model is inspired by Harvard Professor J. P. Kotter