

The Building Blocks of Transformation

The absence of 5 key drivers is the root causes of many transformation failures.

Most of the businesses I am working with these days are thinking about change, transformation, or simply evolving. New digital platforms, geopolitical shifts, global competition, and changing consumer demand are constantly reshaping our world and influencing thoughts of the future.

In present day, we continuously face new and emerging competitors in our markets. This is a large contrast to the past, where some of us had no experience or worry with competition before. All the while, we have our heads down focusing on goals to increase profits, dominate our industry, and attract and retain highly committed talent.

The conventional response to this epidemic is a transformation initiative: restructuring from the top down accompanied by across-the-board cost cutting, a technological reboot, and some re-engineering. Successful transformations may be relatively rare, but they do exist, and yours can succeed as well. A transformation, in this context, is a major shift in an organization's capabilities and identity so that it can deliver valuable results.

As I have worked with for both local and national profit and not-for-profit organizations, I have identified the following key drivers that makes transformation happen:

- 1. High Engagement.**
There must be shift in the culture and people leaders at all levels must be highly engaged, focused on open dialogue, and aspire to take control of the organization's future.
- 2. Strategic Vision.**
A clearly defined and desirable future-state for the organization and readiness to all efforts on achieving it.
- 3. Trust as Currency.**
Processes are developed to attract and gain the commitment of everyone in the organization, particularly customers and employees.
- 4. Move from To Scale.**
Test new processes in an experimental and entrepreneurial manner. Pick the approaches that work and rapidly implement them throughout the larger system.
- 5. Leverage Legacy.**
Consciously use the best of your past, strip the rest for advantage, and use the income to fund the future.

Each of these drivers are worthy of far more discussion and debate and can benefit from outside consultation as well. I've listed them here for you to illustrate how you align with them. To make any transformation stick, it must become a part of the core of your organization. As leaders, our corporate culture often determines what gets done, therefore the values behind your transformation vision must show in day-to-day work. Make continuous efforts to ensure that the transformation success is seen in every aspect of your organization. Don't invest the time and valuable dollars in determining a transformation strategy and implementing it without adequately addressing the importance of organizational alignment.

As I stated before, and while this seems obvious, the absence of these drivers are the root causes of many transformation failures.

Are you missing any of them as you begin your transformation?

Corey Atkinson

VP of Strategic Learning & Development

corey@mycspn.com

Office: 905-477-5544

Cell: 416-898-6433

Follow Corey on [LinkedIn](#). His focus is to deliver meaningful and measurable strategies for organizations to harness team potential and create engaging leaders. With over 20 years in the learning, development and training industry, Corey is well known for his ability to connect with any audience at any size. He has provided participant focused learn and development design and consulting, professional speaking, coaching and training for organizations - of all sizes - across North America. He has a focused results-based partnership approach to develop and deliver customized solutions that meet an organization's unique business needs and resolve their most significant issues, helping them to create a lasting competitive advantage.