



# Beginning

# Middle

# Ending

Project Phase / Timeline

## Culture Characterized by....

- Limited customer focus
- Slow customer response times
- Non-innovative product / service solutions
- Unwillingness to “go the extra mile”
- Lack of alignment between customer priorities and internal work processes



### Communicate Change Impacts

#### Questions to Answer:

- What does this change mean?
- Why will it matter?



### Align Leadership & Stakeholders

#### Questions to Answer:

- What are the resistance vs commitment levels? Why?
- What is needed to be successful?



### Reduce Complexity / Increase Try-ability

#### Questions to Answer:

- How will the team be supported?
- Are there opportunities to try / practice?



### Increase Participation / Create History

#### Questions to Answer:

- How can we include more people in the change process?
- Are we demonstrating early wins?



### Role Model New Behaviors / Create Trust

#### Questions to Answer:

- Are change commitment levels rising?
- Are key people acting in new ways?
- Do people believe they are supported?

## Transformed Culture Characterized by...

- High levels of focus on customer needs
- Rapid customer response times
- Innovative product / service solutions
- Willingness to go the extra mile for the customer
- Clear, direct alignment between customer needs and work processes

Impact



Influence



Consistency