To adapt to any substantial change, you need to have change competency built into the DNA of your business. Understanding all factors is key. In a transformation, the most important role for the CEO to play is that of a visionary. The CEO needs to lead by example, championing the change and communicating a clear vision for the future. This requires practice, patience, and time. The #1 success factor for change is active and visible executive sponsorship. Failing to remain active and visible throughout the life of the project is the most common adoption mistake.

The CEO must have the ability to lead change and set a compelling change story. This is essential for getting colleagues to see the value of change. A phenomenon common to all industries is that when the a change is significant, there is often a classic "performance dip". This occurs when the change is significant enough that people in the organization need to unlearn old behaviors, processes, and systems—and then acquire new methods or processes.

For CEOs who want to influence and prepare for digital transformation, three core strategies can yield powerful outcomes. With change becoming an increasingly new customer experience technology or platform, it’s important to understand the benefits of implementing something correctly and completely the first time cannot be overstated. Your ability to adopt new things and make the right tools, feedback and time are necessary for successful change. Even those without the right tools, feedback and time can succeed if they focus on what they really need.

Benefits of implementing something correctly and completely the first time cannot be overstated. Your organization needs to be present for this to happen, so they need to actively involve other stakeholders. The #1 success factor for change is active and visible executive sponsorship. Failing to remain active and visible throughout the life of the project is the most common adoption mistake.

The crucial first step is to identify the pain points. This can be done by gathering stakeholders and asking them what they need. People must have the access to documentation they need to perform in the future.

By addressing this key need, you’re more likely to achieve the business’ need for strong sponsorship. People must make a personal decision to do it right, but there’s always time to do it over. As the saying goes: "There’s never enough time to do it right, but there’s always time to do it over.

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5× on—or ahead—of schedule
6× more likely to stay on—or under—budget
23.7% each human barriers are the top challenge when undergoing a major transformation.

Lead change with an executive vision

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