

BUSINESS DRIVERS: WHY CHANGE?

List the top business drivers for the Change Initiative:

STRATEGIC (Market, Industry Change, Competition...)

FINANCIAL (Revenue, Cost...)

CUSTOMER (Satisfaction, Impact, Ease of Interaction...)

OPERATIONAL (Efficiency, Quality, Cost, Productivity...)

EMPLOYEE (Employee Satisfaction...)

REGULATORY & DATA PROTECTION (Required by Law...)

URGENCY FOR CHANGE

Now!

Future!

Problem

Today's
Current Problems

Tomorrow's
Possible Problems

***IMMEDIATE
DISCOMFORT***

***IMPENDING
DISCOMFORT***

Opportunity

Today's
Current Opportunities

Tomorrow's
Possible Opportunities

***LOSS OF AN
OPPORTUNITY
WITHIN REACH***

***LOSS OF AN
OPPORTUNITY
IN THE FUTURE***

URGENCY FOR CHANGE

Map the business drivers for the Change Initiative to this grid. Identify additional drivers (this grid can also be used to identify the Urgency for each Target Audience group).

	Now!	Future!
Problem	Today's Current Problems	Tomorrow's Possible Problems
Opportunity	Today's Current Opportunities	Tomorrow's Possible Opportunities

THE CASE FOR CHANGE MANAGEMENT

Initiative:	If we don't manage change:	Business impacts: