

# CHANGE SUCCESS DIAGNOSTIC REPORT

**REPORT PREPARED FOR:**

Example Name

**YOUR ADVISOR IS:**

Example Name

**FOCUSING ON THE CHANGE INITIATIVE:**

Example Report

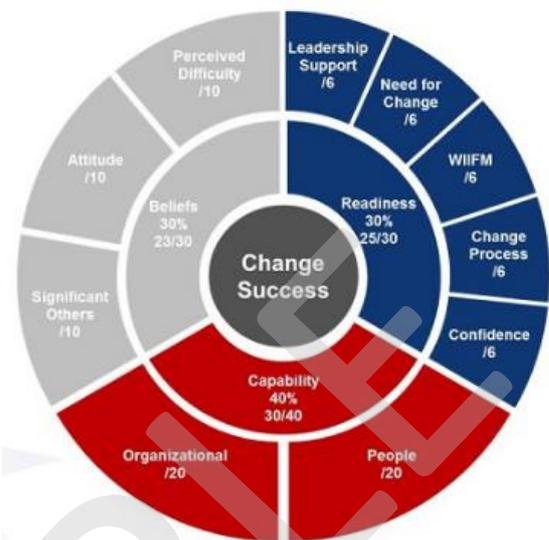
**COMPLETED ON:**

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## Introduction

The pace of innovation and change is always increasing. Research tells us that the probability of change success in whatever project or initiative you undertake is as low as 30% which means there is a 70% probability you will fail.

If you continue with your current approach with only a 30% probability of success, it means you will need to keep trying many more times before you will be successful. Tenacity is the key success factor with the current implementation processes. This 'trial and error' approach to change comes with a high cost in terms of lost time, reduced confidence, wasted money and poor utilisation of resources.



Mindshop's founder, Dr Chris Mason, conducted research during his PhD on how to improve the probability of change success by surveying 240 Leaders from 9 organisations globally. The results of his research indicated that there are 3 main factors contributing to change success:

### Readiness (30%)

How ready the organisation and the people within the organisation are to implement change

### Capability (40%)

The skills, people, training and resources needed to implement change

### Beliefs (30%)

The overall attitude of the organisation in relation to the change

Each of these had a number of sub-factors - 10 in total. Dr Mason's research demonstrates that if an organisation can improve each of the 10 elements in the change success model the probability of success is likely to rise significantly above the standard 30% result.

The challenge for business leaders is to identify where the key gaps are and to put in place specific action plans and key performance indicators to bridge those gaps.

## Focus of the report

This report identifies the probability of change success for a specific change initiative to be undertaken and also maps that to one of eight possible change scenario's. Use the report to identify strategies to boost your probability of change success and work with your business advisor on ways to implement those strategies successfully in your business.

## The 10 change success factors

### READINESS

1. **Leadership support** – to what degree does the leader of the change initiative visibly (and emotionally) support the change initiative?
2. **Need for change** – to what degree do the change participants believe that there is a quantifiable need for improvement between the Now and the Where with regard to the change initiative?
3. **WIIFM** – (what's in it for me) to what degree do the change participants see the benefit for themselves in participating in the change initiative?
4. **Change Process** – to what degree do the change participants believe that the change process being used is the most appropriate for the change initiative?
5. **Confidence** – to what degree do the change participants have the self-confidence and confidence in the organisation to achieve what is needed in the change initiative (past experience has a bearing on this perception)?

### CAPABILITY

1. **People capability** – to what degree do the change participants believe that they have the capacity to perform in a reliable and satisfactory way in their relevant task required by the change initiative? Keep in mind that there are two dimensions to capability, operational (capabilities that are required to earn a living) and dynamic (capabilities that enable you to improve how you earn a living).
2. **Organisational capability** – to what degree do the change participants believe that the organisation has the capacity to perform in a reliable and satisfactory way in the relevant tasks required by the change initiative? Keep in mind that there are two dimensions to capability, operational (capabilities that are required for the organisation to operate successfully) and dynamic (capabilities that enable the organisation to improve the success of the organisation).

### BELIEFS

1. **Significant others** – to what degree do the change participants believe that the people significant to them think their participation in the change initiative is important?
2. **Attitude** – how strong is the change participants' attitude to the change initiative?
3. **Perceived difficulty** – to what degree do the change participants feel that they have everything they need to be able to achieve the required task(s)?

## Your probability of change success results

10 Change Success Factors		Click to view descriptions of each factor		
Readiness		Now	Max	Gap
1	Leadership Support	3.0	6	3.0
2	Need for Change	3.0	6	3.0
3	What's in it for me?	3.0	6	3.0
4	Change Process	3.0	6	3.0
5	Confidence	3.0	6	3.0
	<b>Total</b>	15%	30%	15%
Capability		Now	Max	Gap
6	People Capability	10.0	20	10.0
7	Organisational Capability	10.0	20	10.0
	<b>Total</b>	20%	40%	20%
Beliefs		Now	Max	Gap
8	Significant Others	5.0	10	5.0
9	Attitude	5.0	10	5.0
10	Perceived Difficulty	5.0	10	5.0
	<b>Total</b>	15%	30%	15%

Your overall change potential score is:

**50%**

### Range

**78% - 100%** Exceptional change potential. High likelihood of success in implementation of change initiative

**60% - 77%** Good change potential. Moderate likelihood of success in implementation of change initiative

**40 - 59%** Average change potential. Low likelihood of success in implementation of change initiative

**Below 40%** Low change potential. Very unlikely chance of success in implementation of change initiative

## Your change success scenario - the strategies you need to implement

Any change situation can be assessed using eight variations of the three change success factors of readiness, capability, and beliefs where they can be rated either high or low.

The first of the eight combinations is the situation where the change readiness is low, the capability is low, and the beliefs are also low. By assessing which of the eight combinations is applicable to the specific change situation strategies can be developed to improve each of the weaker areas.

### Below are the 8 potential change scenarios

and average percentage of change initiatives from our data of thousands of organisations that fall into each scenario

	Readiness	Capability	Beliefs	Scenario	%
1	Low	Low	Low	Very low probability of success	39
2	Low	Low	High	Good in theory but...	8
3	Low	High	Low	Waste of talent	5
4	High	Low	Low	Unfulfilled potential	8
5	High	Low	High	Unconscious or conscious incompetence	13
6	High	High	Low	Russian Roulette	5
7	Low	High	High	Instability – on shaky ground	1
8	High	High	High	Very high probability of success	21

## What is your change scenario?

### Your change scenario

	Readiness	Capability	Beliefs	Scenario
1	Low	Low	Low	Very low probability of success

### Your scenario explained – Very low probability of success

With low scores in readiness, capability, and beliefs the probability of success in any change initiative implementation is very low, if not impossible. The starting point is to work on the readiness issues while building capability and it is likely that a change in the team make up will be required to address the beliefs issue.

## Potential Strategies to discuss with your advisor:

1. Recruit more talent into the team
2. Review your current strategies to ensure they are clear and you have the ability to implement more effectively
3. Learn and Adapt quickly. Do more of what's working and less of what is not. What are they?

## Your next steps

Use this report as a guide on the strategies you need to implement with support from your business advisor to boost your probability of change success.

Your business advisor (enter business advisors name) has also received a copy of this report. Please contact them in seven days to discuss the results.

## Work with your advisor on your top three strategies

Contact your business advisor (enter business advisors name) to further discuss the strategies appropriate to your business as to how you can save time, money and energy by boosting your probability of change success.

What are the top 3 strategies to boost your probability of change success you have noted from your discussions with your business advisor?

**Strategy 1:**

**Strategy 2:**

**Strategy 3:**