

Become a Master of Organizational Change

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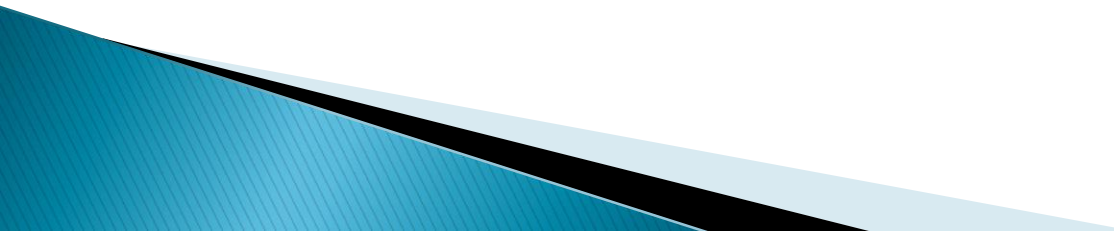


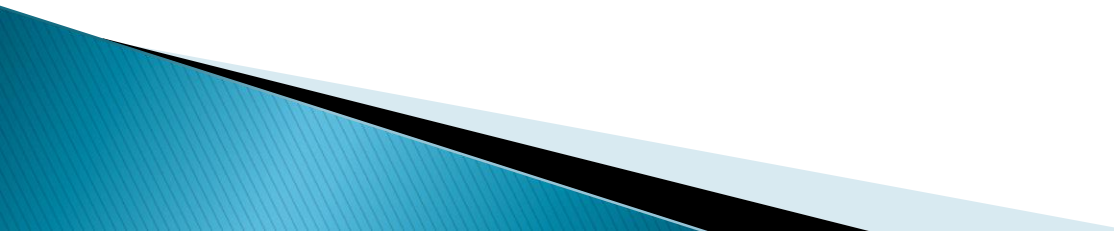
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 - ▶ **Communicated Outsourcing Plans**
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 - ▶ **Created Data Based Culture in Sales Organization**
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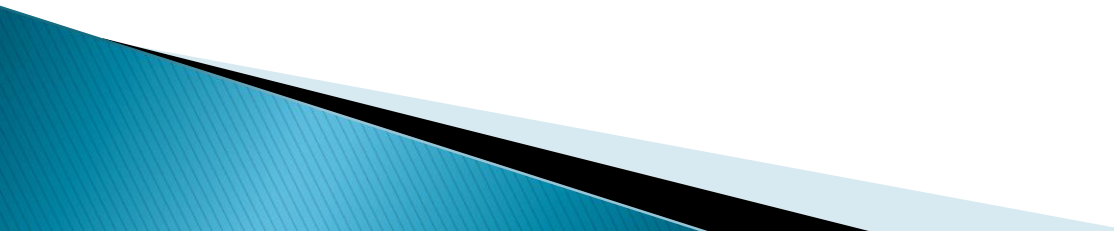
Key Lessons for Leading Successful Cultural Change

- ▶ **The right leadership**
 - Include creative and collaborative skills
 - Move some managers out of leadership roles
 - Add boundary-spanning roles

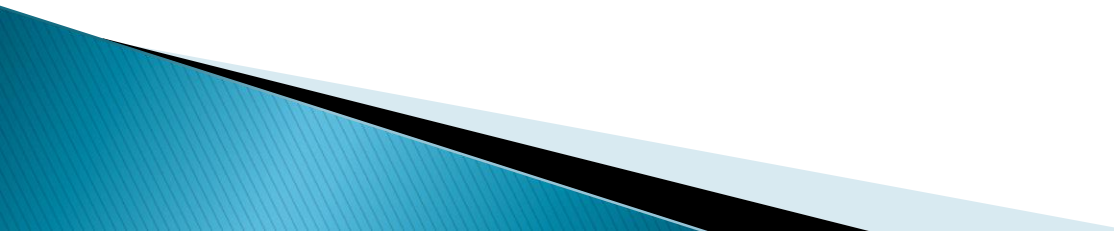
Key Lessons for Leading Successful Cultural Change

- ▶ **Technology and data leadership**
 - Put right processes in place
 - Provide the right tools

Key Lessons for Leading Successful Cultural Change

- ▶ **Stakeholder engagement**
 - Sell vision for transformed IT to leaders
 - Deeply understand business' problems
 - Communicate consistently
 - Develop meaningful metrics
 - Hold events and competitions
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Key Lessons for Leading Successful Cultural Change

- ▶ **Change leadership**
 - Measure change progress
 - Hold people accountable for change execution
 - Rely on business technologists to integrate business and technology
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Key Lessons for Leading Successful Cultural Change

▶ Question assumptions

- Can you rely on the words of vendors and partners?
 - Can you assume that people can't handle the truth?
 - Will a federated approach lead to the results you seek?
 - Can we continue to focus on what the business asks us to do?
 - Is it possible to gain enterprise-wide synergies?
 - Can we let the business assume IT can't deliver leading-edge tools rapidly?
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