



Achieving radical and sustainable improvement in top line performance

Business Transformation: Ready to Drive It?



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Transformation: What does it mean?

A shift in the business culture of an organization resulting from a change in the underlying strategy and processes that the organization has used in the past. A transformational change is designed to be organization-wide and is enacted over a period of time.

Unlike a turnaround or a transition, by transformational change, we mean a change that is not merely an extension or improvement over the past, but a state change.

The scope of the state change can be anywhere from personal, to project oriented, to organizational.

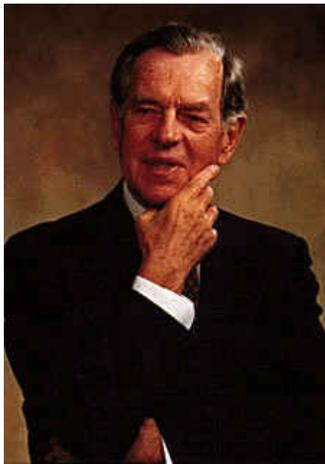


**Harvard
Business
Review**

"Vanguard companies are market leaders that are able to change themselves and the world because they put values at the center of the enterprise."
..."Transforming Giants"
Harvard Business Review



"First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination."
...Napoleon Hill



"When we quit thinking primarily about ourselves and our own self-preservation, we undergo a truly heroic transformation of consciousness."
...Joseph Campbell

The change is **bold** and **compelling** - not simply a more or better version of business-as-usual.



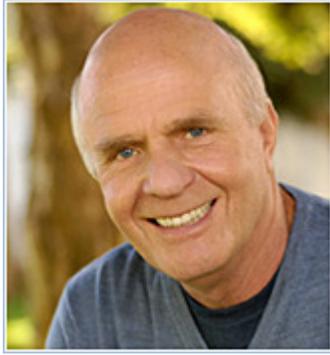
Transformation Requirements

- Aspirations
 - Share openly and honestly about why now?
 - Set clear and high aspirations/targets
 - Bold moves in times of uncertainty
- Leadership
 - Exercise strong leadership from top down
 - Thought leadership buy-in is essential
- Process
 - Create an unambiguous structure and owners
- Energy
 - Stay maniacally focused and involved
 - There is no "they"
 - Stay the course
 - Be patient, look for early wins

Transformational Companies

These transformational companies achieved their state of change by altering and expanding the mindset in which the individuals within their organizations operate. The mindset includes changes in attitudes, perspectives, rationales, and logic; how they perceive their problems and opportunities and the bandwidth of solutions they consider to deal with them.

If you have any questions on transformation, please e-mail us at kappainfo@kappaeast.com.



"Transformation literally means going beyond your form."
...Wayne Dyer



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