Transformation
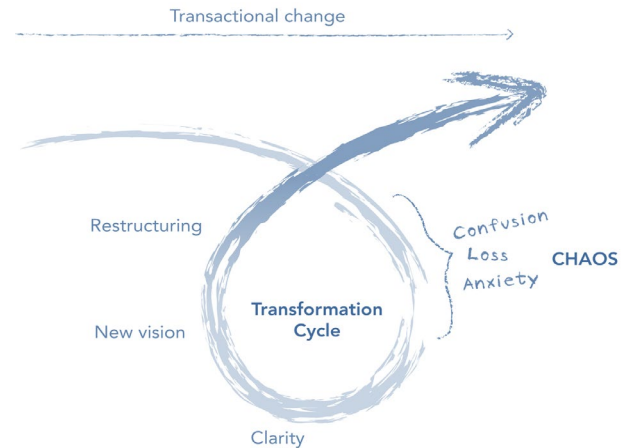
A fundamental large-scale change in design, process, operations, or character.

The aim: Significantly improve performance in sought-after results areas.

Transformation Process

The transformation process impacts organizations and individuals similarly.

- The process has predictable stages that always include a loss of the familiar results and actions. This loss can be disorienting. This can be minimized with a basic understanding of the transformation process.

- The stages are not linear. The rate of moving through the stages will vary greatly for each individual.

- A factor impacting the process: The world does not stop while we are in the transformation process. This means that other change is occurring at the same time on many different levels while we are trying to cause an intended transformation. As the environment changes, our perspective and knowledge changes and both people and organizations change in ways not always easily known at the outset.

Unknown Actions and End State

As people begin transformation efforts, there is at least some vague notion of the desired end-state. However, many people want specific details about the end-state or the list of actions that guarantee success. Without these, people can become confused, anxious, or reluctant.

Transformation efforts require courage to move forward with this kind of uncertainty. However, as you move forward without knowing everything, you begin to get a clearer view of what the end-state will look like. You can see the next actions needed to achieve it. It can be help to acknowledge "I can't know all the details of the end-state or all actions necessary to achieve it".

Transformation Affects Others

Because of the inter-connections among people and organizations, no one experiences transformation alone. While you are going through your own transformation (or that of your organization), others will be affected. Consider the predictable confusion on the part of your customers and stakeholders. Success in transformation is aided by having full engagement of those in the system.