

WHAT'S BEHIND THIS BOLD WARNING?

The **70%** failure rate was first cited in 1993 by Hammer and Champy in “Reengineering the Corporation”. The sad truth is this staggering statistic **has not diminished** in all this time!

Leading management consulting groups, think tanks, research firms, journals and universities have studied these failure numbers for years.



Building on 22 years of global, cross-industry research, Prosci published its 11th Best Practices Report late 2020
(executive summary is available at PROSCI.COM).

This research has shown – 11 out of 11 times – that:

“Active And Visible Sponsorship Is Key To Success.”

So, if it ***is*** that simple...

- ‡ Why do we keep seeing this rate of failure?
- ‡ Why do organizations continue to burn through *trust, time, confidence, focus, momentum and budget*?!?

Leadership Accountability!

Leadership **MUST** fulfill the pivotal role of ***catalyst*** for an organization’s readiness to successfully move from the Old Business-As-Usual into the New.

To ignore, delegate, or outsource this responsibility is:

a 1-way ticket to Failure.

