



Half of Executives action Change with no Strategy

Despite greater onus on management to action structured ‘transformation initiatives’ to promote greater productivity and reduce costs, almost half of all C-suite executives embark on such initiatives with absolutely no strategy in place, found a new report by Celonis.

The report, which analysed the actions of over 1,000 executives within the C-suite functions, found that most businesses remain unclear on what they should focus on when developing a transformation strategy and highlighted a clear disconnect between leadership and those on the ‘front line’.

Many organisations have wasted significant resources on such initiatives, most of which have been poorly planned and actioned. In fact, 44% of senior leaders believe that their business transformation has been a ‘waste of time’, whilst a quarter admits to having spent over £500,000 on the process within the last 12 months.

The cause of the issues, according to the report, is that organisations are not using the expertise of those closest to the running of their operations; the results highlighted a significant lapse in communication between the developers of the strategies and those carrying them out.

Almost four in ten business analysts said that they are not regularly consulted to inform their organisation’s transformation strategy, whilst 58% of leaders stated that frontline workers are only involved in transformation initiatives because middle management or consultants tell them which changes to make.

“Transformation strategies will inevitably be part of every organisation’s operations because no business can avoid adapting to the latest industry and technological trends,” commented Alexander Rinke, Co-founder and Co-CEO, Celonis.

“However, they should be founded in concrete insights derived from processes that are actually happening within a company. Our research shows that too many businesses are rushing into costly initiatives that they do not necessarily even need to embark on.

“They are falling at the first hurdle - having a better understanding of inefficiencies in underlying business processes can help organisations invest wisely to provide the best possible service for their customers,” he concluded.

Kieran Howells

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