FROST & SULLIVAN

Why Companies Fail To Transform

A CEO Diagnostic for Transformational Growth

NEARLY

90%

OF STRATEGIC TRANSFORMATIONS FAIL TO CREATE LASTING VALUE

Transformation is an unbelievably challenging human task, especially for companies who are entrenched in the industry and accustomed to success with a growing sense of arrogance. More than 90% of companies failed to make major transformations because they don't see the transformation coming. **They don't have a strategy for the transformation and they don't implement the strategy effectively.**

THE SEVEN EYES OF TRANSFORMATIONAL GROWTH

The seven critical perspectives of transformation



WHY TRANSFORMATIONS FAIL

- **COMING TRANSFORMATION:** disregarded, not understood, no investment, no strategy, just observing.
- **INTERNAL CHALLENGES:** resistance to change, not invented here, teams not on the field, lead follower, get out of the way, corporate antibodies.
- **EXTERNAL CHALLENGES:** technology disrupter startups, faster/tougher competitors, copycat, low cost competitive intensity, competitive speed.
- **TEAM:** Not unified or aligned, not inspired, no understanding, not on the field.
- **IMPLEMENTATION:** Transformational growth strategy not implemented at best practice levels.
- **7 EYES TRANSFORMATION:** Any one of the 7 Eyes fail: Innovation, Implementation, Influence, Investing in the Future
- **STAKEHOLDER SUPPORT:** BOD, Investors, Employees, Customers, Suppliers, Partners are not aligned, inspired, or supporting.

THE 7 ACTIONS EVERY CEO MUST DRIVE!!!

1. Benchmark the 7 Eyes of Transformation
2. Establish a Prioritized Growth Pipeline
3. Inspire the Stakeholders Commitment
4. Align and Energize CEO's Growth Team
5. Become the "Chief Story Teller"
6. Target Best Practices Implementation
7. Connected CEO: Dollar/Project/ Employee/Client/Etc

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Intelligence • Innovation • Inspiration • Implementation • Influence • Impact • Invest

Helping organizations strengthen the connection between strategy, implementation, and measurable growth.

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