

10 TRANSFORMATION TRUTHS EVERY CEO SHOULD KNOW

1. Change is a human influencing challenge not just a project management challenge. Address human needs to unlock progress.
2. Technology is an enabler, not the change itself. What people do differently creates value. Define, influence and track that.
3. The greatest inhibitor of growth and change is a reluctance to let go. Amplify problems so we're discontent with the cost of inaction.
4. Inspire motivation to act by painting a clear picture of the value of changing successfully. Making it fun helps.
5. If they don't think it's important, don't feel confident and aren't engaged in action they won't commit and it won't happen.
6. Half-baked change kills productivity. Win by doing half as much and doubling down on precision and value capture.
7. People resist change for many reasons. Plan for it but don't assume you understand until you've listened closely.
8. AI experimentation and capability are important enablers but change only comes from a clear, measurable outcome you decide.
9. Capacity is finite. What will you abort, pause, postpone or condense to free space for the new effort?
10. Starting change is easier than finishing. You're not finished until a new normal is locked in.