

challenges
contracting
firms face in
undertaking a
digital
transformation

1

we are doing
fine the way
we are

but consider this:

there is a lot of uncertainty
in changing the current equilibrium,
but if you don't adapt to the
dynamic environment it will not be
long before you are left behind

*"what got you here won't get you
there" – Marshall Goldsmith*

**change
is the
only
constant**

2

its costly and
there is no
immediate
ROI

but consider this:

you should be looking
for a value
proposition
these initiatives
are investments
and for the long
term

*"if you focus on results, you will
never change, if you focus on change
you will get results" – Jack Dixon*

**what is
the cost of
missing
out**

3

our people will
not be able to
cope with the
change

but consider this:

the willingness to learn is a choice (Brian Herbert) and
if you give the choice, you will surely be surprised
don't fear that people with new skills will
leave, it will be a disaster if they
don't learn anything new and
still stay

*"once you stop learning
you start dying" – Albert Einstein*

**give
trust to
get trust**

here to help: +91 8800344944

vikaskirtani@corecriticalconsulting.com

www.corecriticalconsulting.com