



Change Momentum Index®

Know Your Zone. *Know Your Next Move.*

See execution risk *before* your dashboards turn red.

70–80%

OF TRANSFORMATIONS
FAIL TO FULLY DELIVER

Most don't fail at launch. They stall in the middle.

Momentum fades long before the program dashboards turn red — and by the time the lagging metrics catch up, the cost is already baked in: slipped schedules, blown budgets, eroded trust.

SIGNAL CMI reads what your dashboards miss

CLARITY

Is direction still aligned across teams and levels?

COMMITMENT

Who is truly bought in — and who has checked out?

EXECUTION

Is effort actually translating into movement?

An early-warning diagnostic across **15+ dimensions**, refined over **25+ years** of large-scale transformation practice.

ZONES Every initiative lands in one of four zones

the zone is the diagnostic result — it sets the move

Stage 01

Inertia

STALLED · HIGH RISK

YOUR NEXT MOVE

Reset direction and rebuild alignment before pushing delivery.

Stage 02

Acceleration

BUILDING TRACTION

YOUR NEXT MOVE

Clear the friction; concentrate effort where it converts.

Stage 03

Momentum

RISK REDUCED

YOUR NEXT MOVE

Protect the gains and scale what is working.

Stage 04

High Velocity

SUSTAINED OUTCOMES

YOUR NEXT MOVE

Embed durability and build capacity for the next change.

ACTION We run the engagement around the diagnostic

the 4A framework · concurrent, recursive



↳ continuously recalibrated by CMI signal

START HERE

Quick Diagnostic

FIXED SCOPE · FAST START

A focused CMI read on one program or portfolio slice. You get each initiative's zone, the top execution risks, and a prioritized set of next moves.

Best for: a fast, low-risk read before committing.

GO FURTHER

Full Engagement

CONTINUOUS · EMBEDDED

CMI runs continuously alongside delivery. Senior practitioners run the 4A — assess, align, activate, accelerate — recalibrating as zones shift, through to sustained adoption.

Best for: high-stakes transformation that has to land.

CONVERSATION

Know your zone. *Start the conversation.*

Ask us for a CMI diagnostic on a program that matters.

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