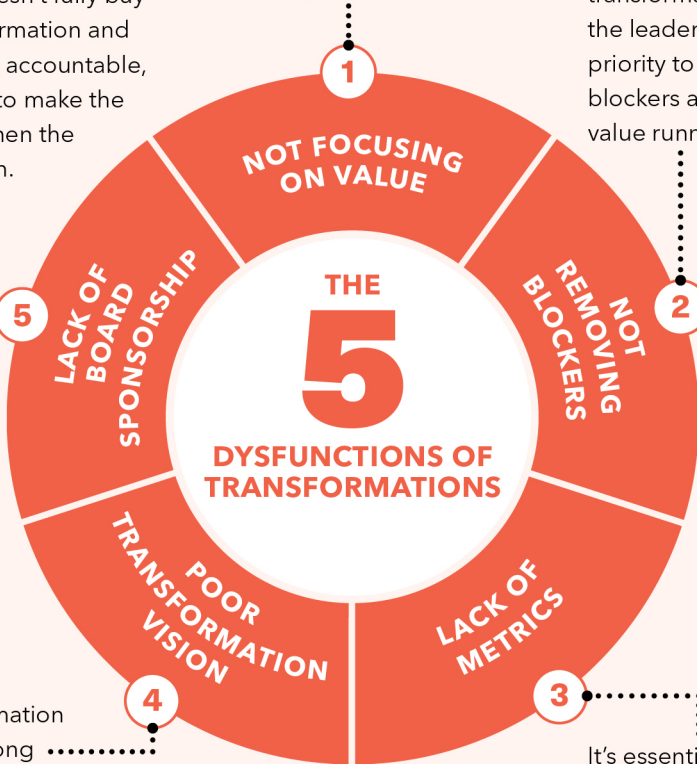


You must prioritize activities that have the largest impact toward your Transformation Outcome, full stop, the end.

Not removing blockers is the hidden killer of transformations. It must be the leadership's number one priority to help resolve these blockers and get the flow of value running again.

If your board doesn't fully buy into your transformation and commit to being accountable, you are unlikely to make the hard changes when the going gets tough.



If your transformation vision is not strong enough, not well understood and, most importantly, not measurable, then you are unlikely to galvanize your organization for real change.

It's essential to make the outcomes clearly quantifiable so that you know: where you are today and exactly when you will arrive at your end point.