

Change management effectiveness drives project results

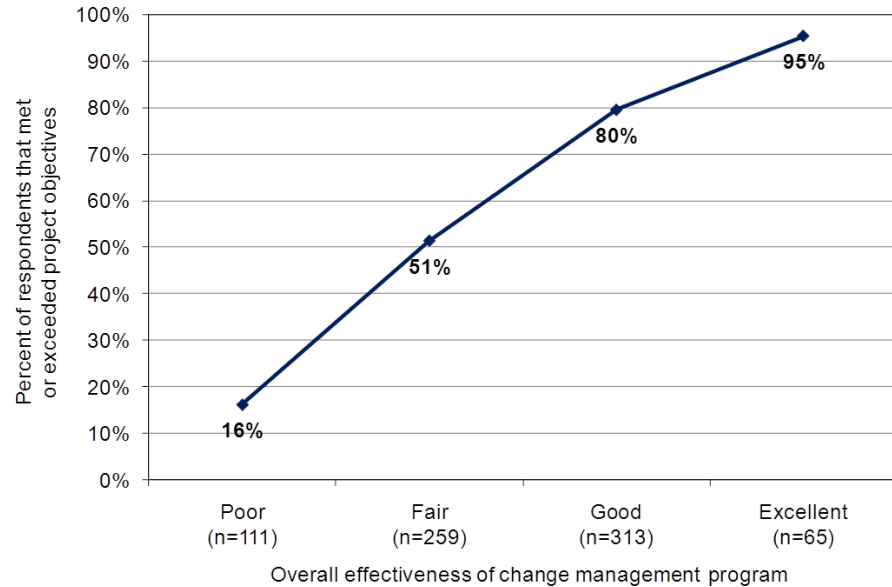


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From the Prosci Best Practices in
Change Management Research Report

www.change-management.com/best-practices-report.htm

Correlation of change management effectiveness
to meeting project objectives

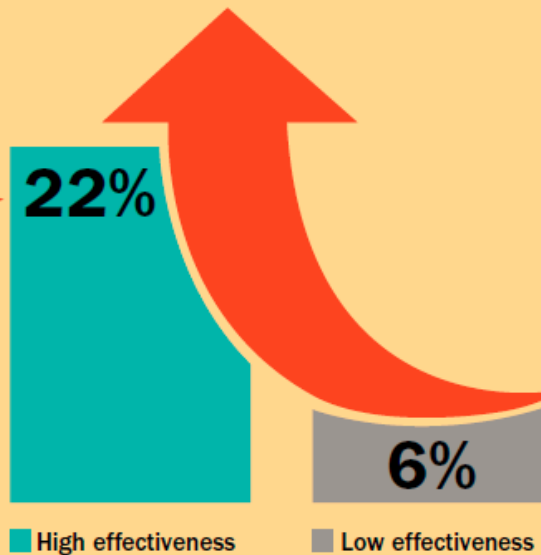


Projects with excellent change management effectiveness were nearly **six times more likely to achieve project objectives** than teams with poor change management effectiveness. Excellent change management also correlated directly with staying on schedule and staying on budget.

Change management effectiveness drives superior financial performance relative to peers

Highly effective firms significantly outperform their peers

Organizations with effective change and communication are **3.5 times as likely to significantly outperform their peers.**

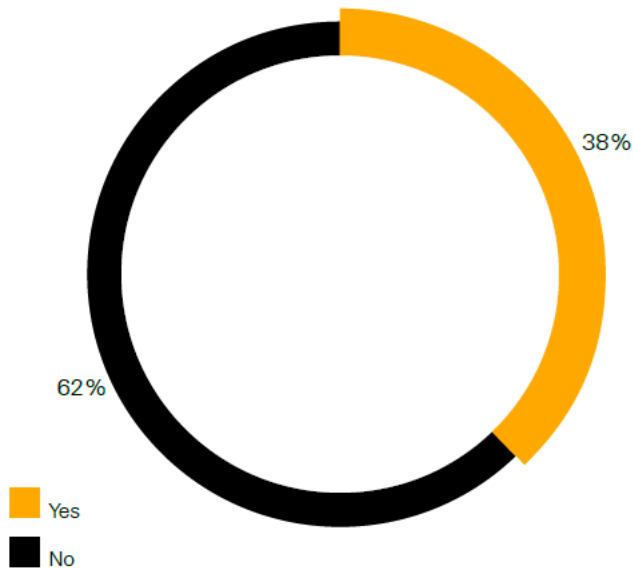


High-effectiveness firms are highly effective at both communication and change management. Low-effectiveness firms are not effective in either area.

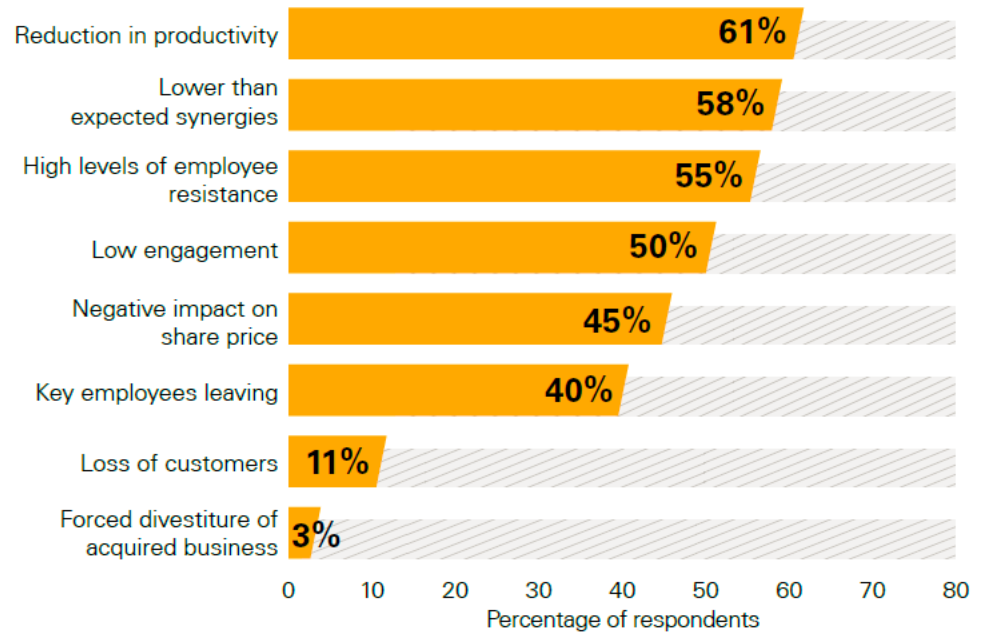
- 651 organizations participated in survey
- Wide range of industry sectors, total headcount and global regions
- Perceptions of change and communications effectiveness based on self-reported performance against specific benchmark criteria
- Perceptions of financial performance relative to peer organizations based on self-reported performance and validated with publicly available data where possible

Poorly implemented change destroys value

Have you been involved in a deal that struggled because of the poorly managed integration of people and culture?



What were the consequences?



Source: The Storytellers and MergerMarket.

The Missing Chapter: Why Emotional Buy-in is Critical for Successful M&A