

# CHANGE CONDITIONS

1) **Finding drivers of change**  
The task is to constantly monitor the situation for identifying threatening drivers of change.

## ECONOMY

- Resources
- Market situation
- Services
- Corporate legal forms
- Corporate relationships
- Factors of production
- Processes
- Economic order

2) **Assessing areas of change**  
Changes must be identified in the three core areas.

## CHANGE SIGNALS



## DRIVERS

## FIELDS

**Business Model**

- Deliverables Concept
- Earning Model
- Value Creation
- Organization
- Partner
- Customers
- Resources
- Communication and Coordination

- Attitude
- Act

## CULTURE

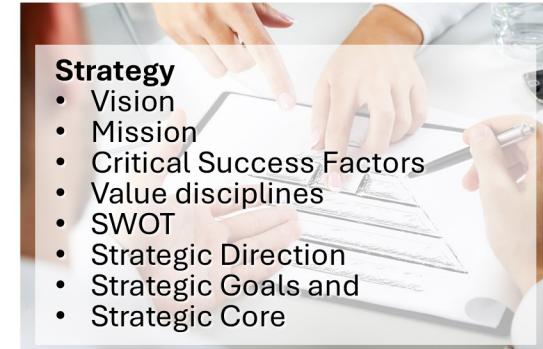
- History
- Space
- Identity
- Experience
- Language

## ORGANIZATION

- Structure
- Governance
- Strategy
- Roles
- Relationships
- Expectations

## TECHNOLOGY

- Technique
- Devices
- Tools
- IT
- Procedures



3) **Determine the change ability**  
Is the organization able to implement the changes?

## CAPABILITIES

## TECHNICAL

## METHODICAL

## SOCIAL

## SYSTEMIC

## READINESS

Evaluations

### State of Information

Key figures  
Description

### Exchange State of Information

#### Assumptions

#### Certainties

- Estimations
- Rumors
- Opinions

- Figures
- Data
- Facts

#### Form

**Form**  
Formal reinforcers encourage participation through organizational stimuli:

- Governance
- Structure
- Leadership
- Promotion

#### Form

**Content**  
Content amplifiers attract with:

#### Content

Content amplifiers attract with:

- Attractiveness
- Diversity
- Status
- Challenge

#### Person

#### Person

These amplifiers target personal motivations:

- Self-esteem
- Satisfaction
- Fairness
- Self-efficacy

4) **Assess change readiness**  
Are those involved ready to embrace change?

## CHANGE

5) **Execute change measures**  
Assess the change dynamics and implement appropriate activities.

### Insight

- Preparation
- Recognize meme
- Concretize meme

### Improvement

- Balance
- Keep meme
- Counterbalance change

### Alteration

- First order change
- Improve current meme
- Continuous improvement

Second order change

- New approaches
- Radical change

Radical change makes you fit for the future.  
Let go of what's familiar!

Improvements make things better.  
Always improve the system!

Maintaining the current state requires minor adjustments.  
Adjust any deviations!

There's no room for change in unfamiliar territory.  
Accomplish the baseline!