

WHY CHANGE?

EXAMPLES OF WHY CHANGES FAIL | GUIDE

NO VISIBLE
CRISIS

ABUNDANCE
OF RESOURCES

LOW
PERFORMANCE
NORMS

CONFLICTING
INCENTIVE
CRITERIA

NO EXTERNAL
BENCHMARKS

"KILL THE
MESSENGER"
CULTURE

CRITICISM
REGARDED AS
ILLOYALTY

DENIAL
"WE'LL BE FINE"

FIRM
AFFIRMATIONS
"OUR PRODUCTS
ARE SUPERIOR"

OLD
HABITS

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Why Changes Fail. TANIA ELLIS - The Social Business Company