

## THE CASE FOR CHANGE

1. It summarizes what is happening to the business or industry, what is changing and what is newly important in the environment.
2. It states the business problem that is the source of the organization's concern; e.g., customer needs have led to new performance requirements that our company can't meet.
3. Diagnostics makes clear why the company is unable to meet the new performance requirements.
4. It clearly articulates the desired results – the vision of what will be different and better – and why those results are important.
5. The costs of inaction are spelled out – the consequences of not changing the process.
6. Key factors of success are defined: what must be in place and stay in place in order for the organization to overhaul the process successfully.
7. The champions of change are identified.
8. Either an internal or external consultant is assigned to manage the process of change.