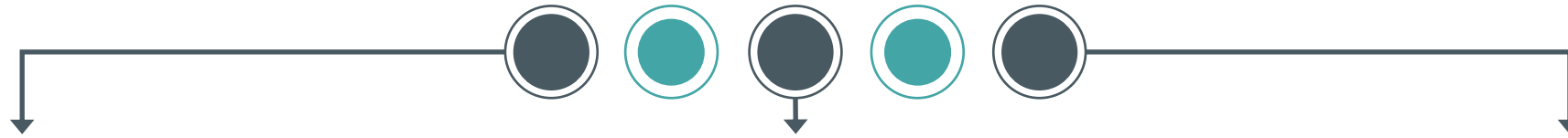


The 3 focus topics in the early phase of transformation



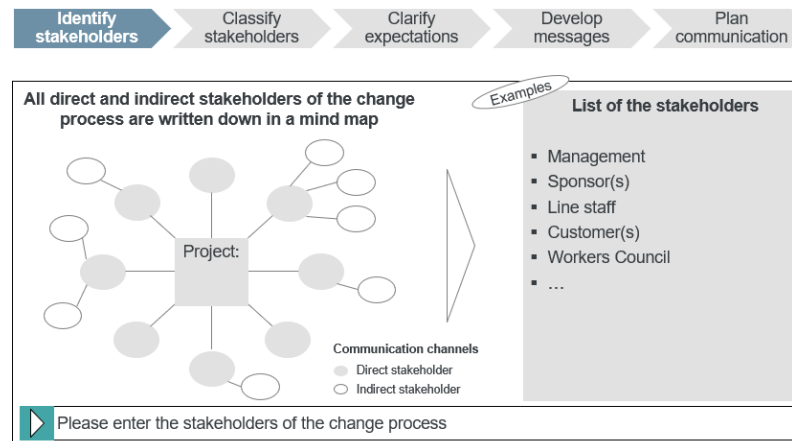
Transformation Story

Answer the 7 transformation questions and communicate a consistent story. Visualization, formulation, statements from relevant stakeholders, videos, emotionalization.

- What is changing?
- Why is the change necessary?
- Why is the change necessary right now?
- How will the change be implemented?
- What happens if we don't change?
- To what extent is the change aligned with the overall business strategy?
- What are the effects on the target audience ("key messages")?

Stakeholder Analysis

Who is affected by the transformation, directly or indirectly? Develop a stakeholder management plan based on input from face-to-face interviews. Ensure a clear understanding of all stakeholders (groups) and their needs/expectations.



Change Impact Analysis

The analysis is carried out through the screening of available documents from the project and through in-depth interviews and workshop(s) with experts.

The aim is to achieve a common understanding of who is affected in what way and what measures need to be implemented to meet the defined needs.

