The current context of change

We carried out a survey to explore current trends and experiences on organisational change. Grouped together, more than 90% of respondents participated in our study.

Once we see data...

The prevalence of change

84%

84% of companies felt that their change initiatives were not always successful.

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The success rate of change

62%

62% of companies felt that their change initiatives were not always successful.

The prevalence of change

The success rate of change varies dramatically depending on the type of change.

Most successful

Least successful

56% 
56% 

40% 
40% 

39% 
39% 

30% 
30% 

30% 
30% 

13% 
13% 

8% 
8% 

Process change 
Process change 

Communication 
Communication 

Leadership 
Leadership 

Strategy 
Strategy 

Culture change 
Culture change 

New technology or systems 
New technology or systems 

New CEO or leadership 
New CEO or leadership

The paradox of change management

What gets prioritised during change?

In the current context of change, it’s often assumed that business performance will drop during change, so it’s unsurprising that maintaining business as usual is reported as the biggest priority for leaders.

Employees’ skills, knowledge and well-being are currently viewed to be at the bottom of leader’s priorities list. So it’s unsurprising that ‘maintaining business as usual’ is reported as the biggest priority for leaders.

The responses to change

How do people respond to change?

Sceptical

Sceptical leaders resist the change implementation in our research. To mitigate this effect, leaders should develop a change management plan or systems that help them navigate through the change process.

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Optimistic

Optimistic leaders embrace change with enthusiasm by delivering a high-energy, upbeat message that energizes change champions as well as all stakeholders. This helps them to enact change and view our white paper change head over to lane4performance.com/change to find out more about our research on the context of change head over to lane4performance.com/change and view our white paper change head over to lane4performance.com/change.

The future drivers of change

Technology, increased complexity of markets and the economic environment were predicted to be the key drivers of change in the next few years. These should be at the forefront of business leaders’ and HR’s minds when planning change in the future.