

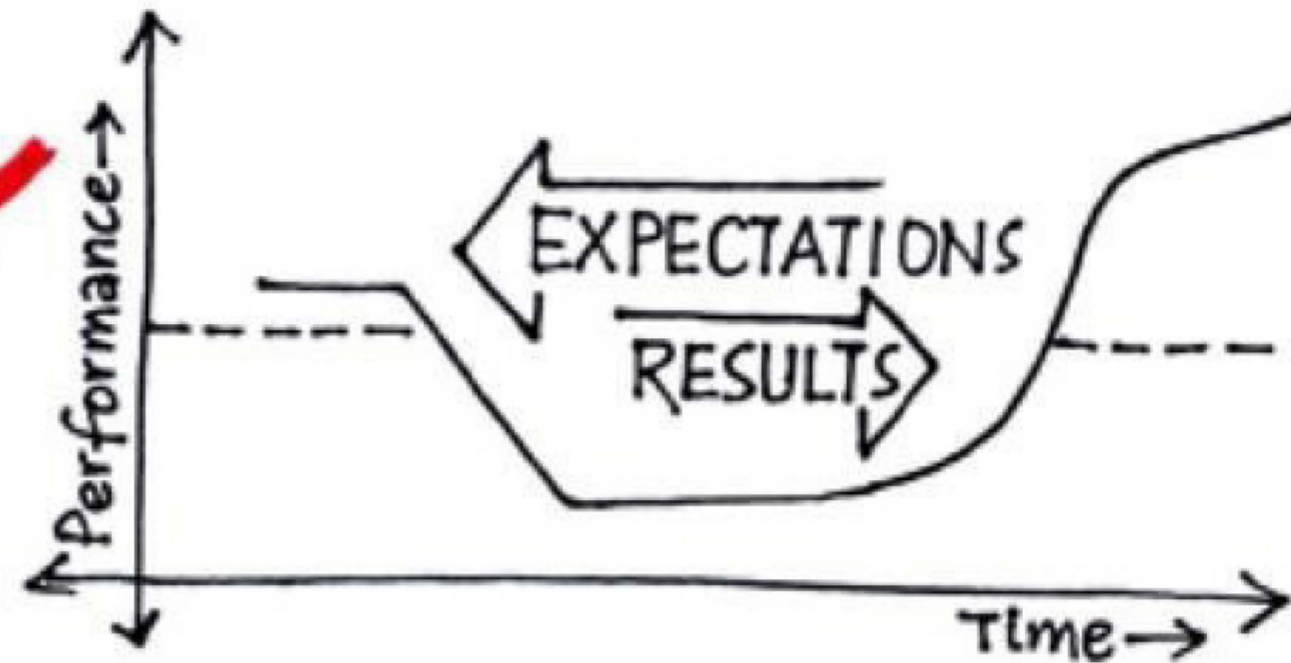
7 PITFALLS TO AVOID during ORG. TRANSFORMATION

Anupam Kundu & Tarang Baxi - ThoughtWorks



1 NEGLECTING THE PEOPLE DIMENSION OF CHANGE

2 NOT MANAGING EXPECTATIONS ON THE TROUGH OF DESPAIR



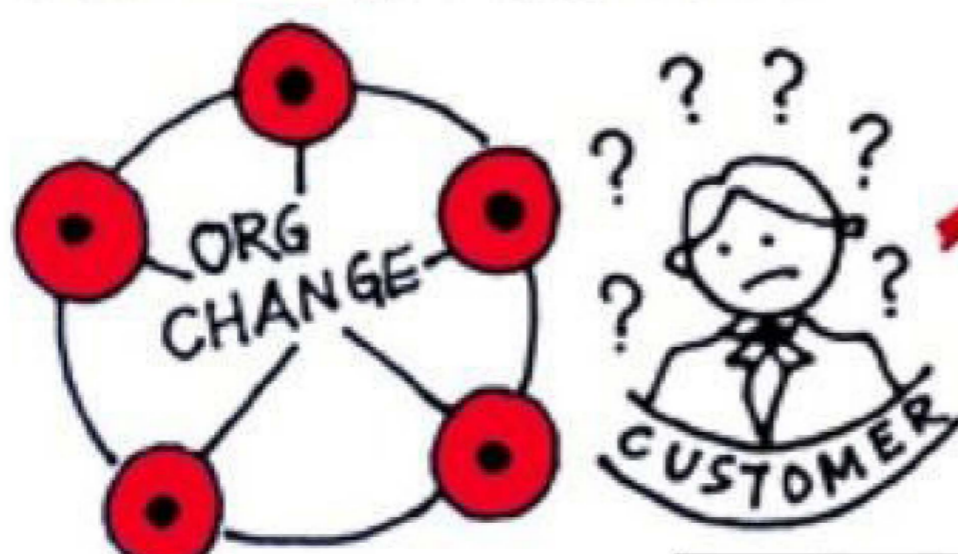
3 PERSISTING WITH OLD WORLD MEASURES FOR NEW WORLD OUTCOMES

4 OVER RELIANCE ON CENTRALIZED CHANGE MANAGEMENT TO USHER CHANGE



5 FOCUS ON PUSHING CHANGE OUT INSTEAD OF GENERATING PULL

6 NOT PAUSING FOR CELEBRATION AND REFLECTION



7 LOSING FOCUS ON CUSTOMER WHILE UNDERGOING TRANSFORMATION