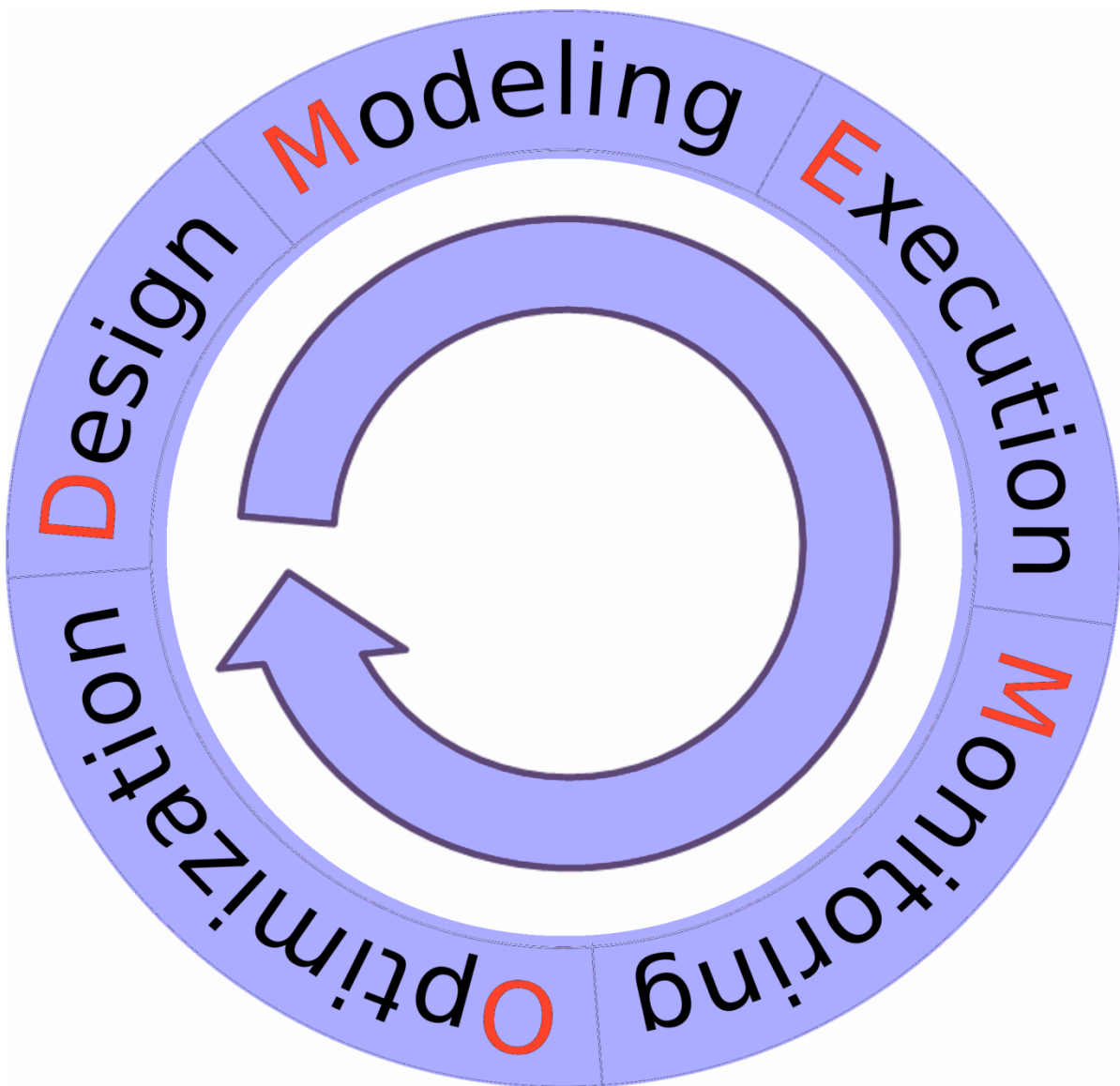


CHANGE MANAGEMENT FOR SME



Let's face it...

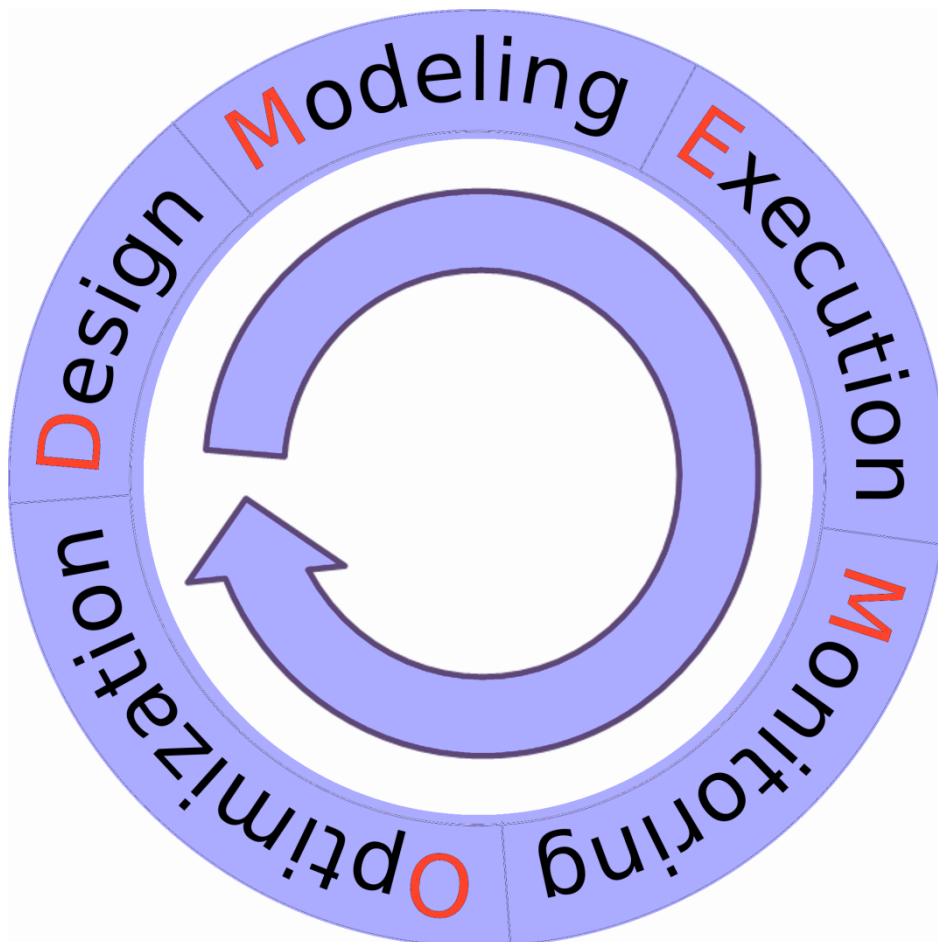
- **FOR SOME TIME YOUR BUSINESS IS ERODING...** (you check and analyze your P&L with your accountant every month and it looks BAD! It gets worse and worse...)
- **COMPETITION WENT AHEAD OF YOUR COMPANY...** (and it's already more than just one or two steps in front of you)
- **NUMBER OF YOUR CUSTOMERS DOESN'T GROW ANYMORE...**
- **YOUR (NO DOUBT that SKILLED) STAFF DOESN'T FOLLOW YOUR VISION NEITHER THE STRATEGY...** (both of them probably don't exist)
- **NO VISION MEANS NO SALES NOR MARKETING STRATEGY...** and **NO STRATEGY MEANS LACK OF PROFESSIONALLY PLANNED DAILY OPERATIONS**, but **ONLY AD-HOC ACTIVITIES TAKING YOUR BUSINESS NOWHERE** (like throwing a post on FB or on Twitter, here and there, without any longer-term strategy)
- **YOU** (a small company owner of not more than 20 people of staff working on a freelance basis) **GOT LOST** and **ALMOST EVERYDAY YOU ASK YOURSELF "WHAT SHOULD I DO NEXT?"** and... **THE ANSWER ISN'T COMING**

WHAT CAN YOU DO ABOUT IT?

CHANGE MANAGEMENT

Your company calls for
a CHANGE

and the most simple and effective model to
address your company's situation
may look like this...



DESIGN

- What the current processes are?
- How should these processes look like in the future?

The proposed **improvement could be in any area of your business**, probably in majority of them: human-to-human, human-to-system or system-to-system workflows, and might target regulatory, market, or competitive challenges faced by the businesses, **with existing and new customers benefits to be your # 1 priority.**

MODELING

- What's the future, expected model to guarantee the change leading to growth?
- Who will design this new model?
- External consultant or anyone from within your team, including yourself?

The proposed model to be designed is nothing else than **a long-term strategy**, which would be converted in to **operational sales and marketing plans** for your company with its staff to follow.

EXECUTION

- Who will run the show? Ensuring the delivery of your new strategy!
- Do you have respective HR – yes, human resources to not only cope with a change, but also to “make it happen”? To nail it on daily basis?
- Do you have enough skills to execute and implement the new strategy?

The change phases: designing and modelling are obvious, required steps of the overall change. **Execution is a totally different story. A hard one.** Someone would have to action all the steps, ideas and scenarios born at the modelling stage? Who's that person? Do you have enough distance to bravely look at all bad and good to happen in your company ensuring the effective change process? Will you step out of your usual role and fight through all stages of a change process?

MONITORING

- How would you measure your progress and this of your company?
- How often would you do it?
- How will your company carry these analytics and verifications?
- What are your benchmarks to serve you as your control tools?

Monitoring focuses on tracking all individual and group processes, so that respective information on their state can be easily seen and analyzed. Statistics on the performance of one or more processes should be constantly provided. **The change that had been designed at the very first step shall lead to improvements**, to better, higher and quicker results. **Ensure you monitor** them vs. past and vs. your new change plan systematically.

OPTIMIZATION

- How the optimization of the processes and performance of your company is handled today?
- Who in your company holds control over objectives delivery?
- Is it your Finance Director sharing a P&L with you, but not fully understanding the market's dynamics?
- Is it a Sales Director who knows the sales talk quite well, but is so much buried in his "sales world" that doesn't understand the inter-departmental implications, impacting the overall performance of your company?

Process optimization includes **retrieving process performance information from modeling or monitoring phase**; identifying the potential or actual bottlenecks and the potential opportunities for cost savings or other improvements; and then, applying those enhancements in the design of the process.

ASK YOURSELF ALL THESE 3 QUESTIONS AND DECIDE IF...

- **YOU ARE READY FOR YOUR COMPANY'S CHANGE?**
- **YOU HAVE NECESSARY RESOURCES TO SUPPORT IT?**
- **YOU ARE CAPABLE TO RUN THIS PROCESS FROM THE PLACE YOU ARE NOW?**

**CHANGE MANAGEMENT
EXPERT AND CONSULTANT**

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