IP BEST PRACTICES

WHY (change narrative)

A best practice shared by Henno Janmaat.

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WHY (change narrative)

Jointly defining the WHY of a culture program, by defining the business change that this culture change will support, is key.

Key steps

Almost 70% of mergers and transformations fail to meet the targeted return on investment, because of underestimating the effect of culture on the change.

At the same time, many culture programs fail, because there is no clear why defined for working on culture.

Jointly defining the WHY of a culture program, by defining the business change that this culture change will support, is key.

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