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BREAKING NEWS

**HUNDREDS OF
JOBS CUT AFTER
£27M
TRANSFORMATION
FAILS TO DELIVER
BENEFITS**



WHAT LED TO THIS FUTURE HEADLINE?



THANKFULLY, THIS ISN'T A REAL HEADLINE.

But many organisations
invest millions in
transformation and still
struggle to realise the value
they expected.



A SUCCESSFUL PROJECT DOESN'T ALWAYS MEAN A SUCCESSFUL OUTCOME

Many transformations are judged by whether they:



WENT LIVE ON TIME



STAYED WITHIN BUDGET



DELIVERED THE PLANNED SOLUTION



But leaders care about one thing:

Did it deliver the expected business benefits?

WHERE DO TRANSFORMATIONS GO WRONG?

Benefits often fail to materialise when organisations don't fully understand:

- STAKEHOLDER NEEDS
- ASSUMPTIONS BEHIND THE BUSINESS CASE
- WHO OWNS THE BENEFITS
- HOW SUCCESS WILL BE MEASURED
- BUSINESS IMPACTS



The technology may work but the organisation may not be ready to realise the value.

THE QUESTIONS ORGANISATIONS SHOULD BE ASKING

Before implementation:

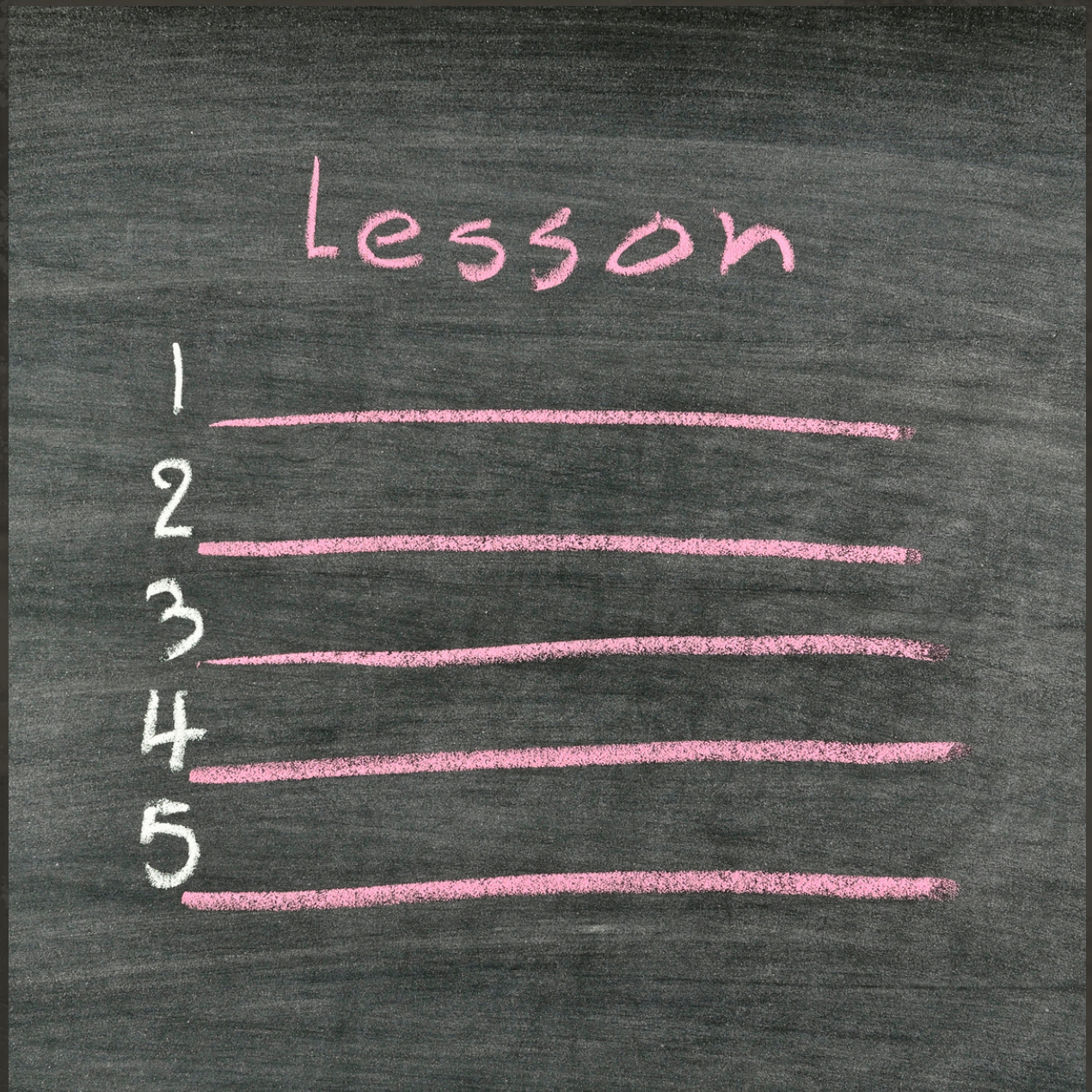
- * WHAT BENEFITS ARE WE EXPECTING?
- * HOW WILL WE MEASURE THEM?
- * WHO IS ACCOUNTABLE FOR ACHIEVING THEM?
- * WHAT RISKS COULD PREVENT SUCCESS?
- * ARE STAKEHOLDER NEEDS BEING ADDRESSED?

Asking these questions early helps organisations focus on outcomes, not just delivery.

THE LESSON



The biggest transformation failures aren't always projects that go over budget. They're projects that appear successful...
...but never deliver the value they promised.



That's why Agile Business Analysis focuses on benefits, stakeholders and outcomes from day one.