

# Transformational Project Lifecycle

	WHAT MAKES US DIFFERENT	WHERE EVERYONE FOCUSES	WHAT MOST FORGET
PROJECT PHASES	<p>ANALYSIS      DESIGN</p> <p><i>Develop a common organizational understanding of the primary issue to be addressed, the desired future state and what it takes to get there.</i></p>	<p>PLANNING      EXECUTION</p> <p><i>Continuously plan, time, coordinate, follow-up and communicate the necessary tasks in order to integrate change management to project management.</i></p>	<p>ADOPTION</p> <p><i>Empower the organization by developing long lasting change capabilities within the organization.</i></p>
CONSEQUENCES OF INCOMPLETE PHASE	<ul style="list-style-type: none"> <li>• Identification of wrong problem</li> <li>• Lack of stakeholder engagement</li> <li>• Conflicting directions</li> </ul>	<ul style="list-style-type: none"> <li>• More risks, more delays</li> <li>• Increased business costs</li> <li>• Team confusion &amp; frustration</li> </ul>	<ul style="list-style-type: none"> <li>• Dependency on external support</li> <li>• Back to old habits</li> <li>• Lost of organizational trust</li> </ul>
RECOMMEND SOLUTIONS AND THEIR BENEFITS	<ul style="list-style-type: none"> <li>• Facilitate safe conversations to <b>identify the real problem</b></li> <li>• Organizational-ready assessments to <b>identify hidden gaps</b></li> <li>• Functional model mapping to visually <b>align on current and desired state</b></li> <li>• Strategic thinking and designing for <b>smarter implementation</b></li> </ul>	<ul style="list-style-type: none"> <li>• Disciplined and focused approach to <b>respect timing and costs</b></li> <li>• Experienced project manager to <b>avoid common and costly mistakes</b></li> <li>• Continuous storytelling communication for <b>maximum alignment and mobilization</b></li> </ul>	<ul style="list-style-type: none"> <li>• Develop internal capabilities to               <ul style="list-style-type: none"> <li>○ <b>secure stakeholders adhesion</b></li> <li>○ <b>Support champions' implementation</b></li> <li>○ <b>integrate organizational learnings</b></li> </ul> </li> </ul>

## Key Things to Remember

- 1 Change that lasts starts with great design:**

Although tempting, skipping the Analysis and Design phases will only increase the risk of failure. **Start from the beginning.**
- 2 Make it stick!**

Organizational transformation always require the development of new internal capabilities. **Keep the old habits away with proper support for your teams.**