

White Paper – Strategic Change Management

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15/10/2021 Today, many CEOs face the same problem: They lead their company into a comprehensive transformation, but 80 percent fail due to employees resistance and a lack of competence for the desired change.

The reason for this is often an outdated understanding of the function of the human brain. But how can executives of large organizations truly activate their people for their strategic transformation? In its new white paper, Porsche Consulting identifies the "Five Forces of Change" for successfully leading employees through change. The five forces of strategic change management include: leadership, communication, guidelines and principles, new ways of working and competencies of the future. Incorporating new insights from behavioral economics, they make it possible to address people through both the instinctive and rational thinking. With the aim of achieving a win-win situation: Improving business goals as well as an increase in employee engagement.

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