

9 ESSENTIAL CONTINUUM DISRUPTION QUESTIONS



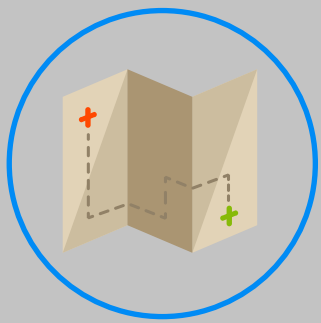
1 WHY?

Consider organizational goals and key drivers for success. What are the potential gains in undertaking the change? What are the risks of not making the change?



2 NEEDS?

What are the challenges occurring in the organization or in the industry? Do we need to enhance the customer experience or upgrade certain technologies?



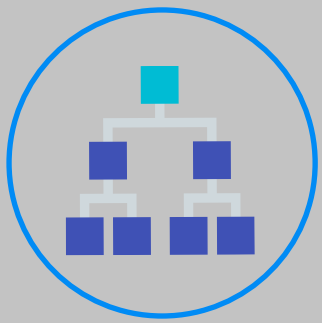
4 PLAN?

Put together all the pieces: timeline, touchpoints, channels, and all of the execution strategies needed to adopt this change successfully.



3 VISION?

Where are you going as an organization? What is your desired destination? What does this change allow you to do differently?



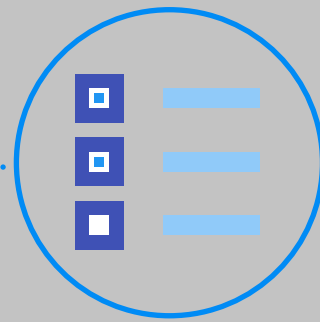
5 STAKEHOLDERS?

Create a comprehensive list of stakeholders (internal and external) that will be affected by this change.



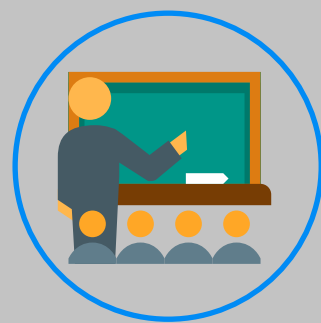
6 BUY-IN?

Who will be most impacted by this change and who needs to approve the resource allocation? Remember to focus on the benefits and appealing to stakeholder motives when receiving buy-in.



7 EVALUATION CRITERIA?

How will we measure success? What are the key metrics we will analyze? How will we analyze them? What milestones need to take place and when? Who will conduct the evaluation?



9 LESSONS LEARNED?

After executing the change, always make time to log the lessons you learned in the process. What happened that you didn't anticipate? What would you like to do more effectively next time around?



8 EXECUTION OBSTACLES?

What could possibly prevent you from achieving your desired vision? What barriers are in play? Think industry and think big-picture.

