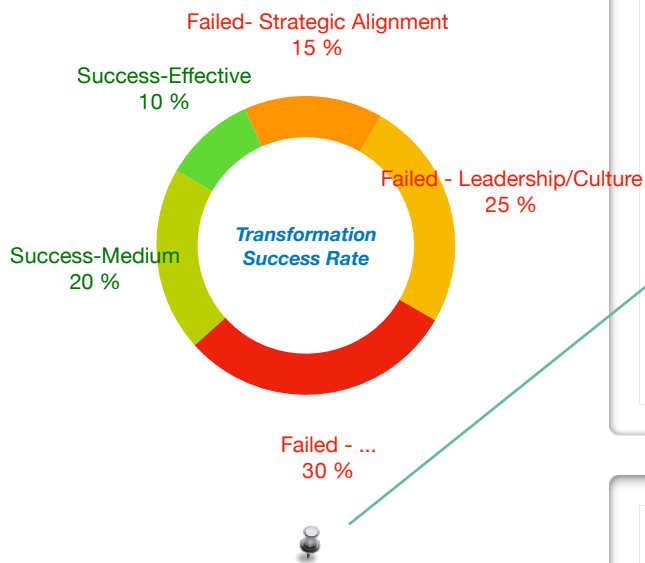




This VUCA context incites many to a "Transformation" journey

However, a frightening **70% will just not achieve results** (sources : Gartner, McKinsey, Forbes, BeNovate CXO Assessment, ...), despite good intentions and sometimes huge efforts and based on the results of [our BeNovate CXO Assessment on Transformation Capability](#) (done by more than 2700 Executives from 370 Corporates / Firms) it tells us :



-25 % Couldn't change their **culture** or **didn't have the right Leadership style** (at all levels, including the top) to pull it off.

-15 % **lacked Strategic Alignment at « C » Suite level** (plenty of dispersed initiatives but not integrated with the strategy of the enterprise) & didn't foresee and allocate adequate resourcing (funding, people, competencies) + a lack of coherence between BU's

However most of those 40% could have made it...

30% decided unfortunately much too late to embark their organization on a transformation journey and thus no longer have the right resources to make it happen. They need to focus on other and often not pleasant restructuring work...

At **AdVuca/BeNovate**, we focus on the 40% that could have made it, but lacked the right Leadership style and/or the Strategic Alignment to make their transformations happen ...

There are therefore **3 major areas** to work on, in priority :

1. **Build leadership at all levels**, with a real "operating system" for leaders. Starting with the Executive management team (and potentially also board). We have very strong Executive Leadership & Performance Coaching capability and methods
2. **Strategic Alignment** : we help you make a coherent endeavor that is in line with the business strategy, not a bunch of dispersed project, and driven in a first stage at C-level.
3. **Drive the realization in all operations**, not just via IT processes or tools that are not really suitable for this kind of challenges, but with new types of tools and methods ...

For the **30%** of the companies that is already getting **medium (20%) to effective (only 10%) results**, we can -with the same approach- really optimise your journey to help you get much faster and further ahead. Drawing from our own experiences (Business Executives in large, innovative companies and with startups) we bring **solid and innovative intellectual property** (coaching methods, tools, ecosystems, sparring partnering...) to accelerate your transformation and make it happen.

The starting point of this joint journey is with our assessment . If you wish to get your own results, including a benchmark with more than **300 companies**, just [send us an email](#) to set up a personalized **feedback meeting**