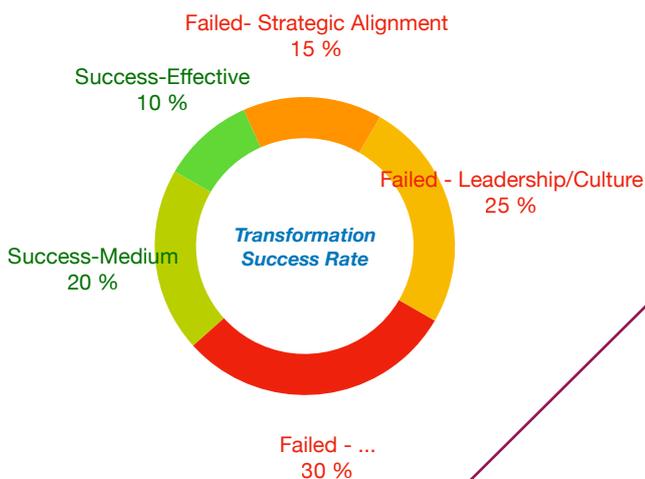




The current VUCA context should incite many companies to embark on a "Transformation" journey

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) . And we found that:



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

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 Strategic Alignment or the right Leadership style. And especially on the areas related to the capabilities that enable Innovation & Digitalisation in their company .

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

1. **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.
2. **Build leadership at all levels**, with a real "operating system" of leaders. Starting with the executive management team (and potentially also board).
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 intellectual property** (methods, tools, proposals of ecosystems, coaching, sparring partnering...) to accelerate your transformation and make it happen.

The starting point of this joint journey **is with our assessment** (you can see a [report example](#) on the Advuca/BeNovate website). 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