

SOLVING YOUR COMPLEX  
BUSINESS PROBLEMS

## CHANGE MANAGEMENT

### BECOMING WHAT YOU MUST BE. QUICKLY, WITH NO SLIPS IN PERFORMANCE.

**Change Management** is the function that plans and controls transformation elements to maximize change benefits and minimize change problems and costs. It is the overarching framework for getting individual and group support and assimilation of changes required at all levels. Its goal is to condition the organization to succeed when changing, and condition the timing, conduct and content of changes to assure their successful application.

Organizations don't make sales, satisfy customers or create wealth—businesses do. More specifically, the many talented people within businesses. Organizations, on the other hand, exist solely to direct *many* talents on *few* objectives. Focusing and aligning people, processes and technology on discrete goals are therefore the primary objectives of *management*.

When those goals change, when organizations are modified, processes are redesigned, or technology shifts, *change management* is required to bring the organization and its goals back into alignment. Until this new equilibrium is reached, the organization usually experiences sub optimum performance, confusion and conflict. These transformation periods are fraught with risk to all concerned: management, employees, stakeholders and customers. History shows that despite rational organizational redesign, carefully selected strategies, and proven technology, many transformations fail during implementation. The chief problem is getting groups to change *uniformly*, by design, rather than erratically, by default.

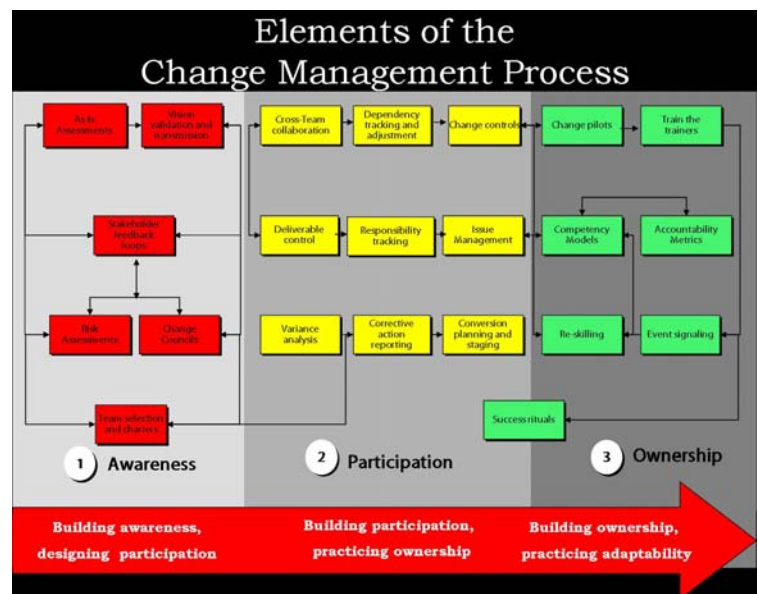
### ASPECTS OF CHANGE THAT SUPPORT UNIFORM DIFFUSION

At Gordian Transformation Partners, we start with the transforming changes themselves—and shape their characteristics to support organizational diffusion. Whether the changes are driven by customer expectations, cost control, technology or the market itself, successful change is furthered if six criteria are met:

- ◆ Change offers relative advantage.
- ◆ Change is compatible with existing systems & processes.
- ◆ Change offers simplicity.
- ◆ Change is "trail-able".
- ◆ Change is readily observable.
- ◆ Change welcomes re-invention.

### MANAGING THE PROCESS OF CHANGE

Most changes show signs of failure deep into their implementation—yet they commonly fail shortly after their inception, when ironically they seem so sensible and so necessary. Gordian designs and implements each transformation with this goal: to prevent failure from the very beginning and to safeguard against it throughout every phase the change process. We use a proven arsenal of change management tools and techniques, applying each when appropriate and cost effective.



www.gordiantransformationpartners.com

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STRATEGY, TRANSFORMATIONS &  
PERFORMANCE TURNAROUNDS

## ABOUT GORDIAN TRANSFORMATION PARTNERS

Gordian Transformation Partners is a boutique management consulting firm that integrates traditional management consulting disciplines with high-impact leadership practices and breakthrough thinking tools for mid-market clients. The result is a powerful consulting process that enables CXO's to solve their toughest business challenges with speed, efficiency, and economy.

Gordian is headquartered in Atlanta, GA. We draw on the knowledge and experience of its consultants, whose skills span the initial generation of ideas and insights all the way through to detailed implementation. Gordian's consultants have led transformation and turnaround initiatives for over 500 Global 1000 and mid-market companies in Australia, Belgium, Canada, Cyprus, Denmark, Finland, Hong Kong, Indonesia, Italy, Jamaica, Malaysia, Mexico, the Netherlands, New Guinea, New Zealand,

Norway, Portugal, Singapore, Spain, South Africa, Sweden, Trinidad, the United Kingdom, and the USA.

Gordian's consulting expertise addresses every area of your enterprise, from developing a transformation strategy to make your organization more customer-focused, to optimizing your supply chain investment, with the tools and expertise to help you reach your objectives.

Gordian draws on the knowledge and expertise of our consultants, whose skills span a wider range of capability than many other major consulting firms. The disciplines of Gordian's consulting specialists are underpinned by deep change management experience - managing risk, mobilizing staff and integrating initiatives to deliver sustainable change quickly.

Gordian Transformation Partners assist clients on a wide array of issues and problems, regardless of industry vertical. Gordian's

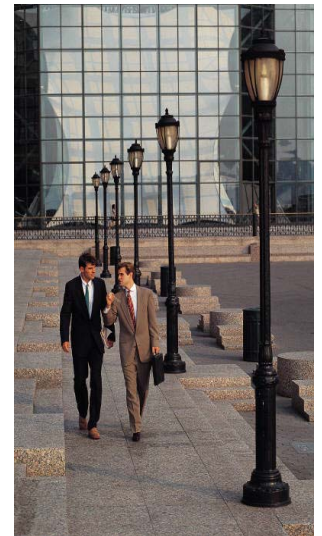
consultants' capabilities have been developed through years of experience creating solutions for the most complex problems facing companies today.

Gordian Transformation Partners is focused on what is most important to senior executives and their organization:

- Enterprise Transformation
- Customer-Driven Transformation
- Strategy
- Change Management
- Business Process Management
- Performance Turnaround
- Behavioral Development

Gordian Transformation Partners:

- *Help organizations produce extraordinary business results, while connecting and enriching the lives Gordian Transformation Partners touch.*
- *Works in a dynamic team environment, where you and your management team share substantially in the economic value that you help create.*
- *Trains and develops you and your management team, to realize your fullest potential.*
- *Transforms your organization to a collaborative, high-energy, and fulfilling work environment.*



***Jointly determine the best approach for implementing sustainable improvements.***

**Contact Gordian at:  
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