Change reinvented

A new blueprint for continuous, meaningful, successful change

Continuous change is the new reality

Navigating it is essential to activating strategy and moving organizations forward.

100%
of C-suite leaders anticipate significant changes to their workforce.

96%
of C-suite leaders are dedicating more than 5% of revenue to change projects in the next three years.

95%
of organizations have already undergone 2+ transformations in the last three years.

Leaders can see the pressing need for change but lack the confidence to deliver.

Only **30%**
of C-suite leaders feel confident about their change capabilities.

Only **25%**
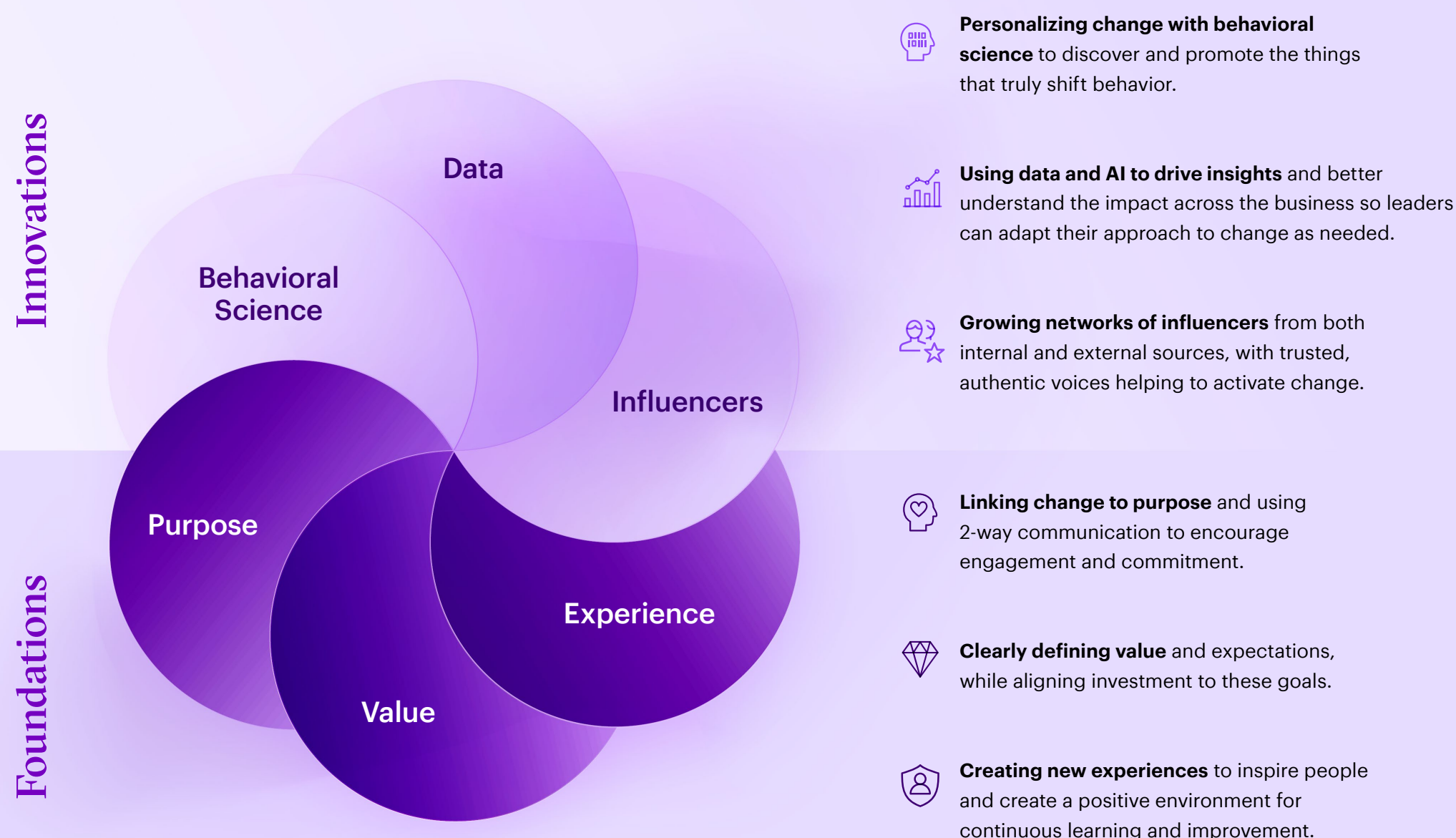of C-suite leaders believe their teams are prepared to embrace change.

Only **42%**
of employees are confident in their own abilities in the face of change.

Continuous change, done well, can be a source of innovation, growth, motivation and new human potential.

The Change Capability Quotient provides a blueprint for how

It includes the consistent application of proven practices, as well as more innovative practices now possible through the use of technology.

Innovations

- Data
- Behavioral Science
- Influencers

Foundations

- Purpose
- Experience
- Value

Personalizing change with behavioral science to discover and promote the things that truly shift behavior.

Using data and AI to drive insights and better understand the impact across the business so leaders can adapt their approach to change as needed.

Growing networks of influencers from both internal and external sources, with trusted, authentic voices helping to activate change.

Linking change to purpose and using 2-way communication to encourage engagement and commitment.

Clearly defining value and expectations, while aligning investment to these goals.

Creating new experiences to inspire people and create a positive environment for continuous learning and improvement.

The 16% of organizations excelling in all six capabilities are 2.1x more likely to report a successful change transformation and achieve meaningful results:

Higher

70%
more likely to report lasting benefits

40%
more likely to report cost savings

5 percentage points
higher annual revenue growth on average than other companies

Better

1.5x
increase in productivity growth lead

2x
more likely to leave their employees feeling Net Better Off

48%
more likely to report improvements in their sustainability targets

Faster

80%
more likely to achieve successful change transformations on schedule

---

Let's reinvent change.
accenture.com/changereinvented