

WHY WE FAIL TO CHANGE

Pawel Brodzinski

LUNAR LOGIC

[@pawelbrodzinski](mailto:pawelbrodzinski@gmail.com)



LUNAR LOGIC

brodzinski.com

@pawelbrodzinski

Improvement initiatives are
like teenage sex:
everyone talks about it, nobody
really knows how to do it, everyone
thinks everyone else is doing it, so
everyone claims they are doing it.

*70% of all major change
efforts in organizations
fail*



John Kotter, 1995

The percent of change programs that are a success today is still 30%

McKinsey & Company, 2008



*70 to 90 per cent of
organisational change
initiatives fail*



Bain & Co, 2008



Most studies still show a 60-70% failure rate for organizational change projects – a statistic that has stayed constant from the 1970's to the present.

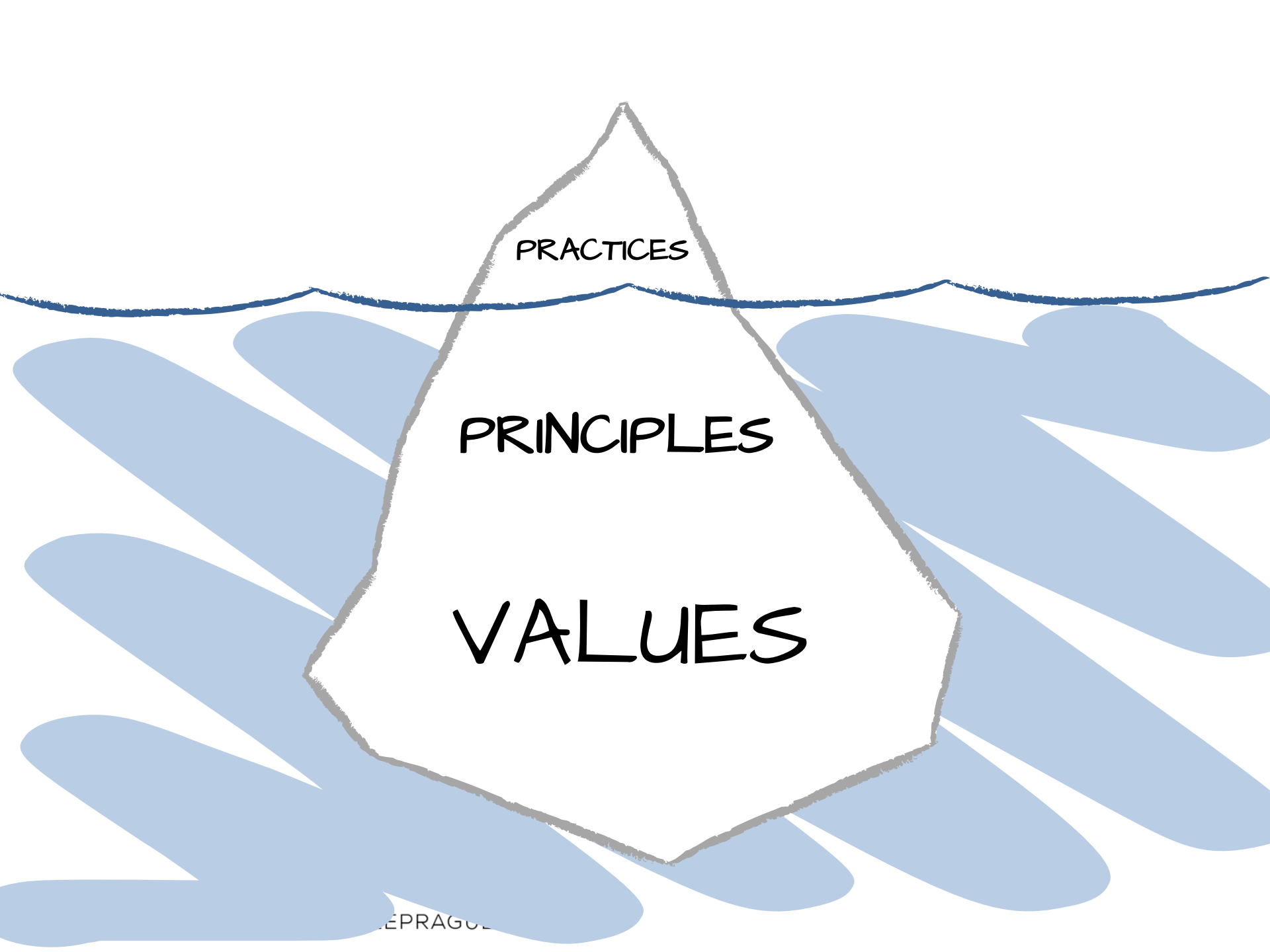
Ron Ashkenas, 2013



People copy the most visible, obvious, and frequently least important practices.



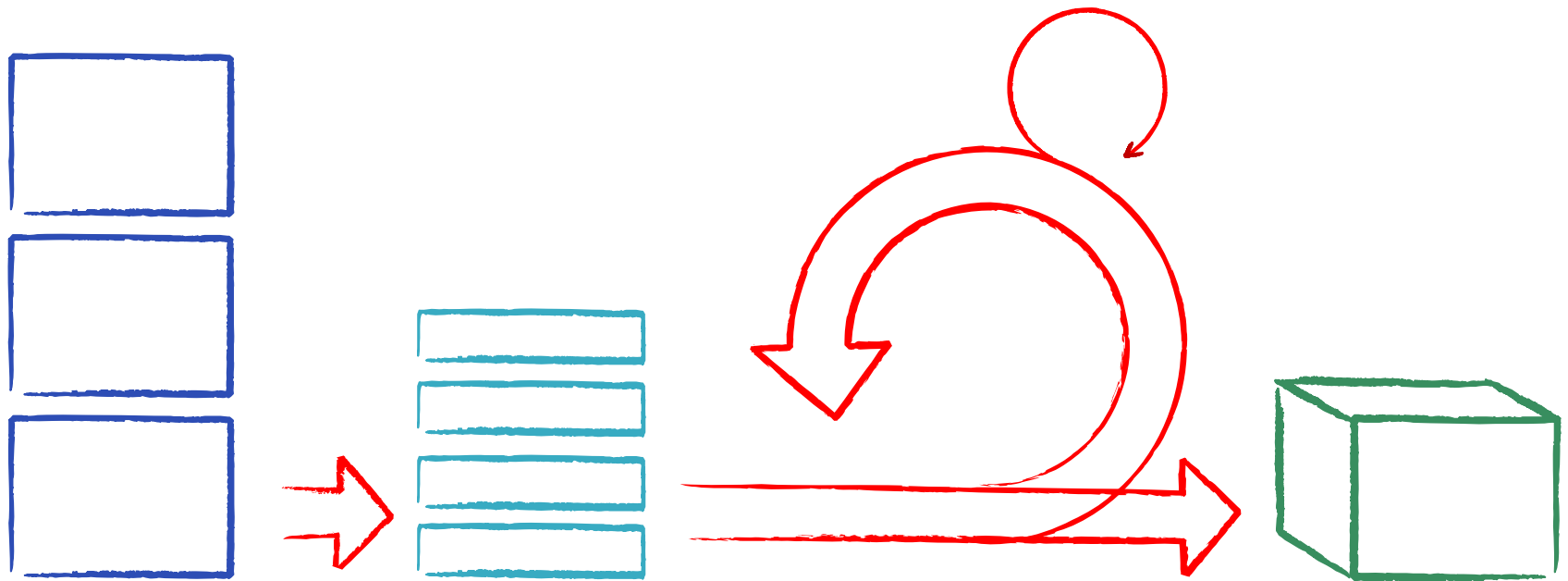
Jeffrey Pfeffer & Robert Sutton



PRACTICES

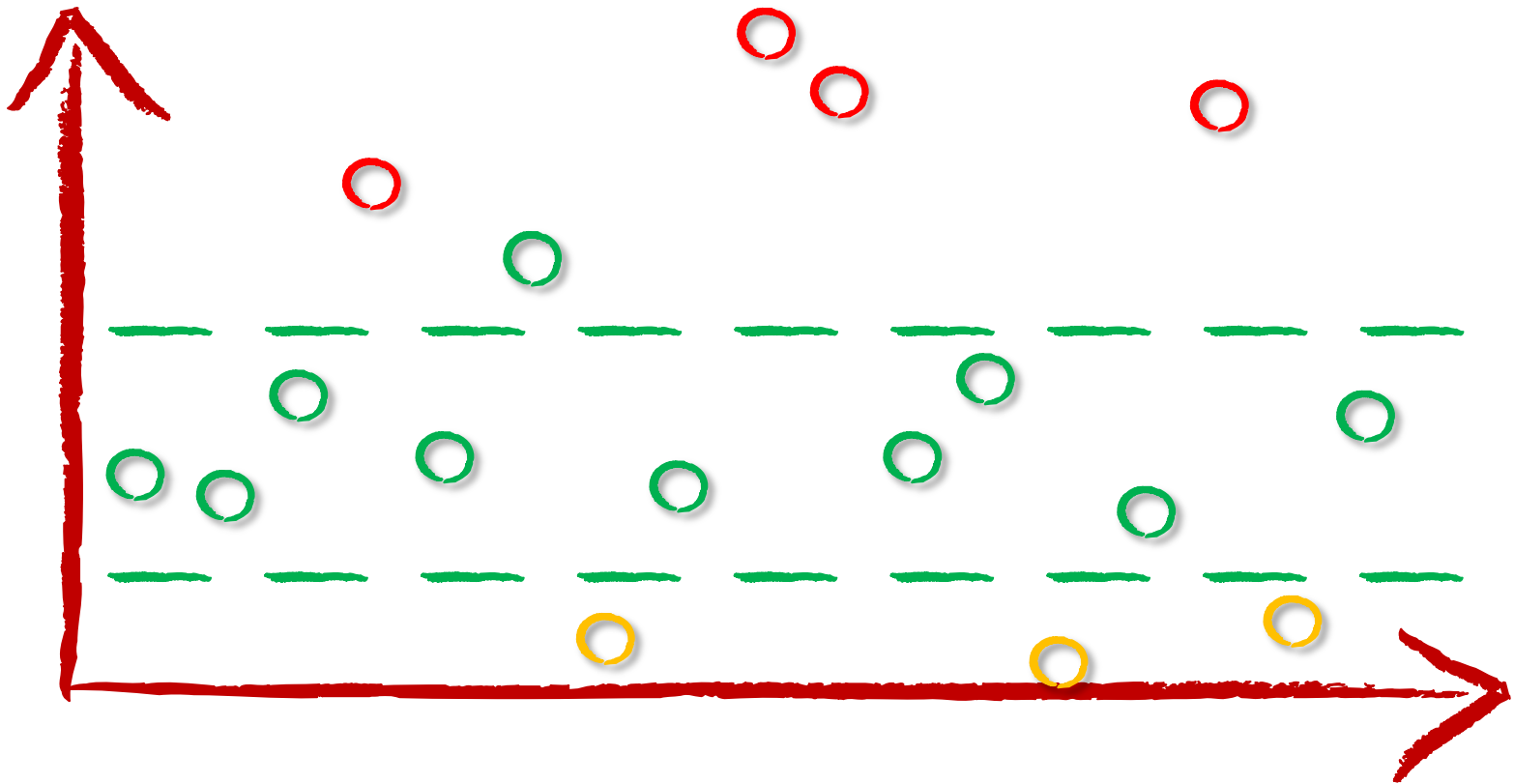
PRINCIPLES

VALUES





95% OF PERFORMANCE
VARIABILITY IS ATTRIBUTABLE
TO THE SYSTEM





ROVIO

BACKLOG

TO DO

DEVELOPMENT

TESTING

DEPLOYMENT

DONE

2

3

3

2

ONGOING

DONE

ONGOING

DONE

L

M

N

O

P

Q

R

S

J

K

H

I

G

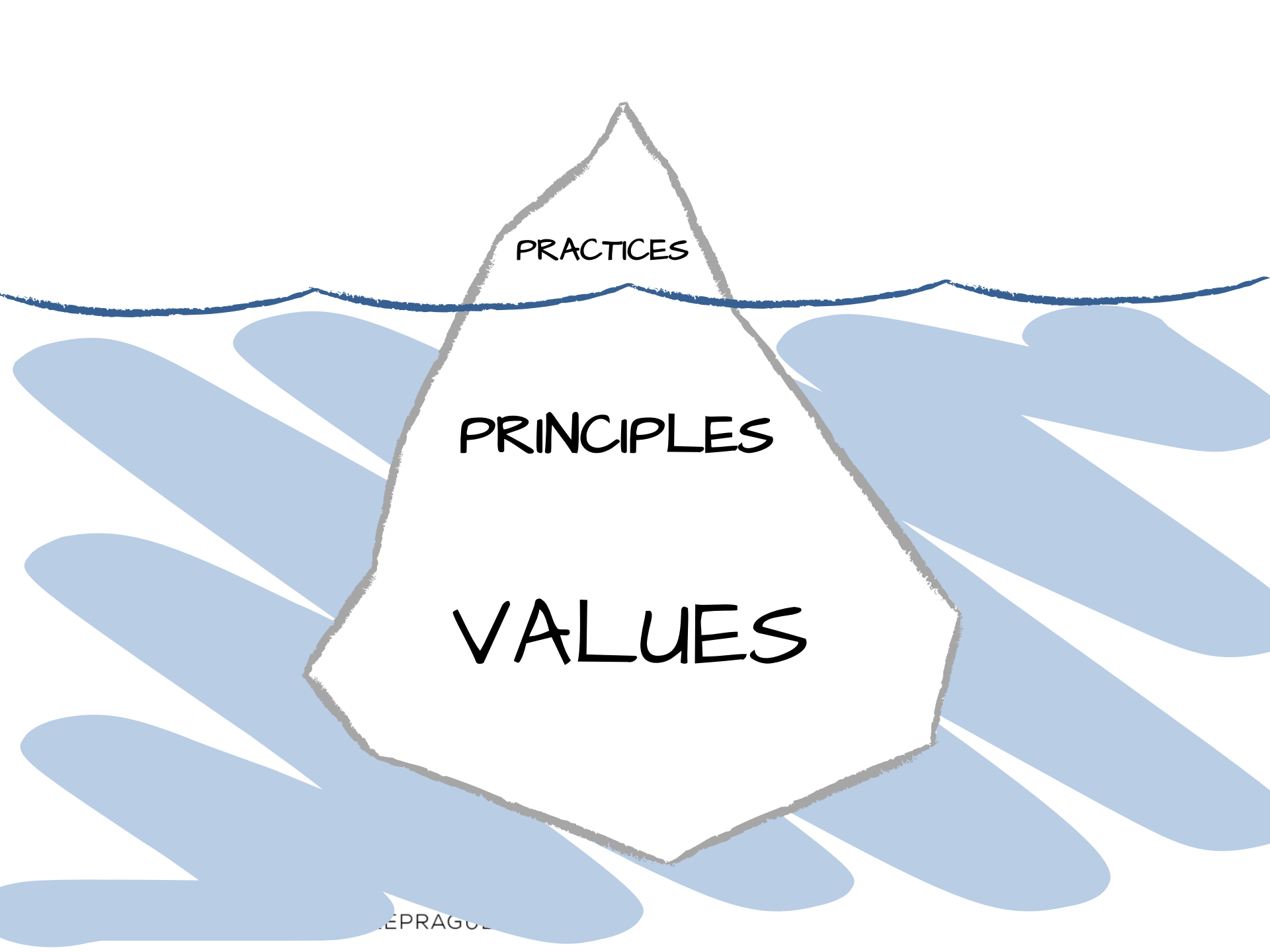
B

C

D

A

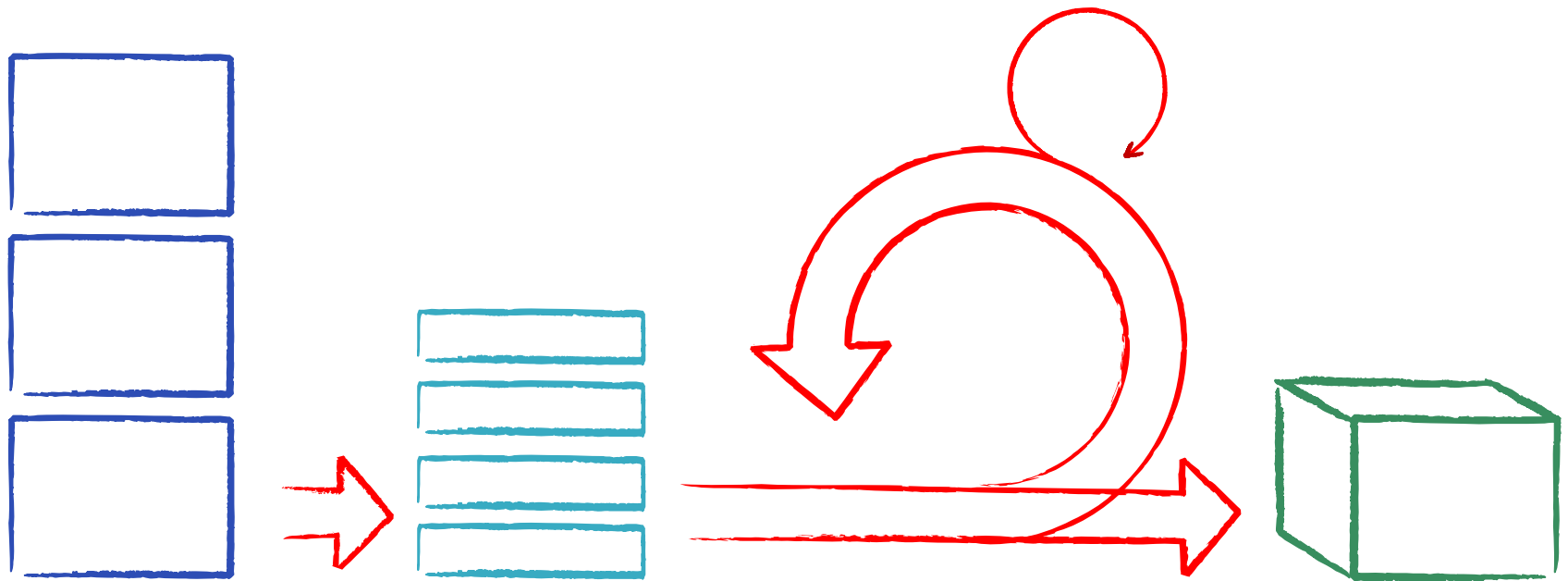


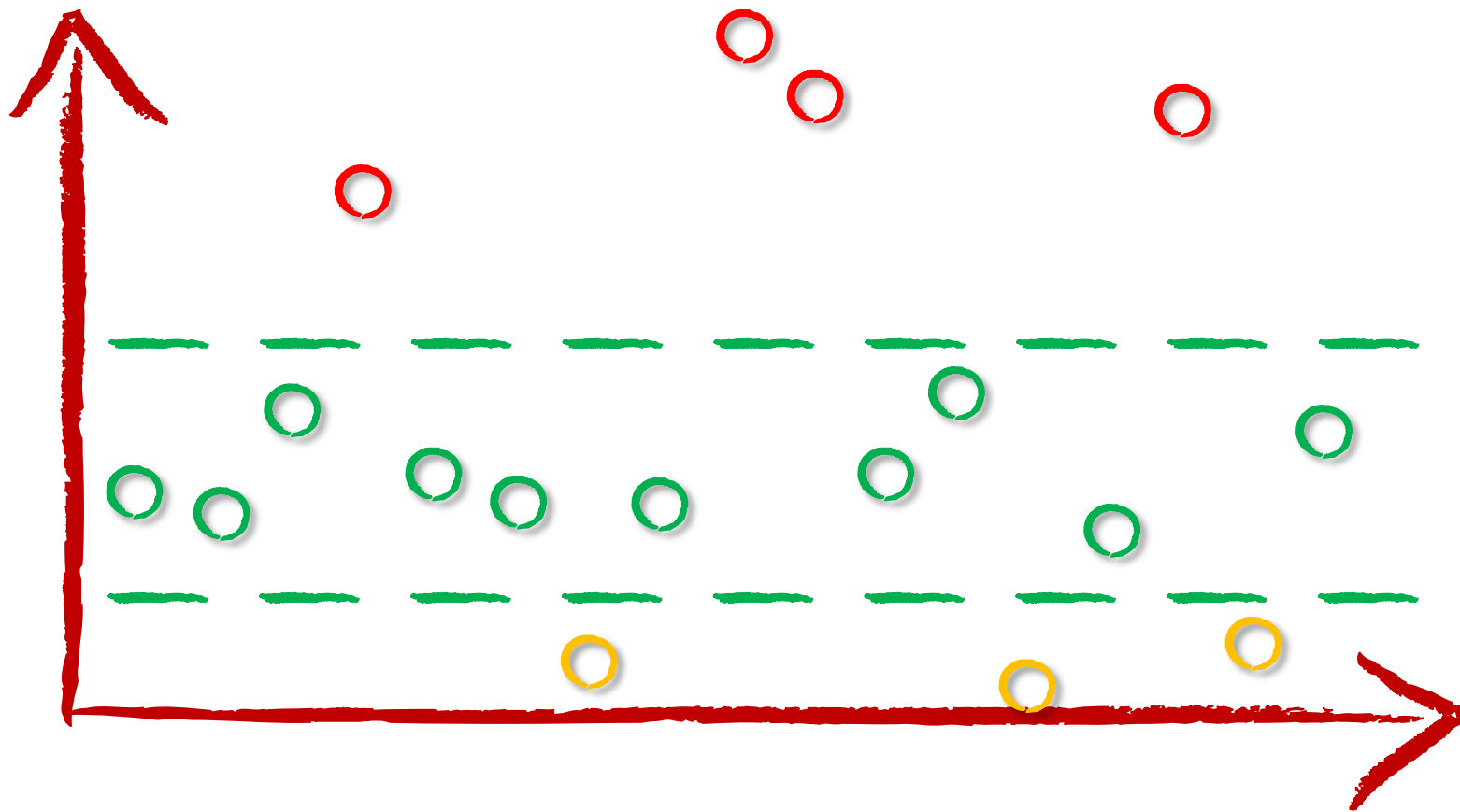


PRACTICES

PRINCIPLES

VALUES





BACKLOG

TO DO

DEVELOPMENT

TESTING

DEPLOYMENT

DONE

2

3

3

2

ONGOING

DONE

ONGOING

DONE

L
M
N
O
P
Q
R
S

J
K

H
I

G

B
C
D

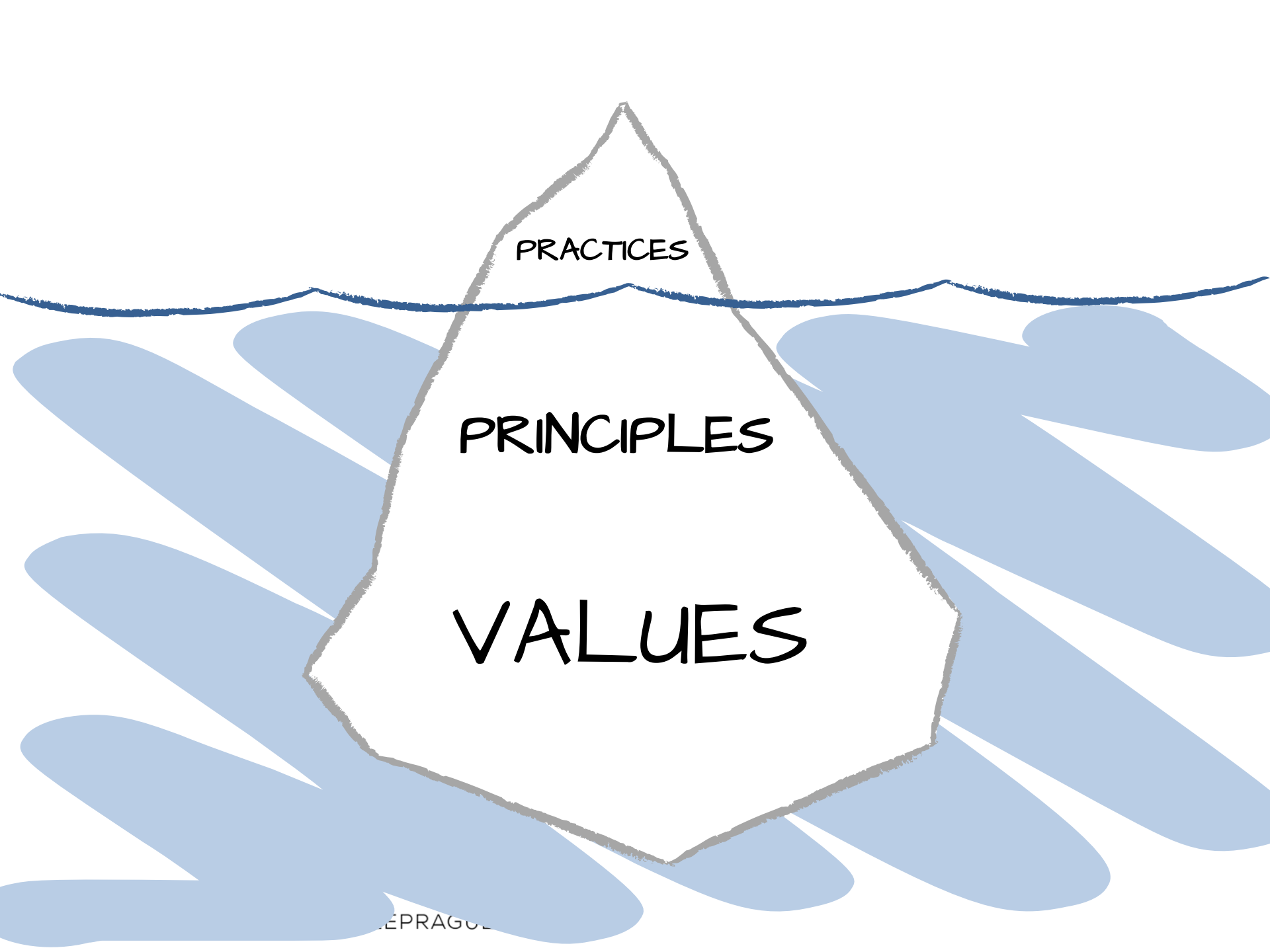
A

Start with what you have
Agree for evolutionary change
Respect current situation
Encourage leadership on all levels

Helping an organization to change is fun. There's a lot to improve here but I have neither positional power nor autonomy to do that.



Anonymous



PRACTICES

PRINCIPLES

VALUES



FLOW

BALANCE

CUSTOMER FOCUS

COLLABORATION

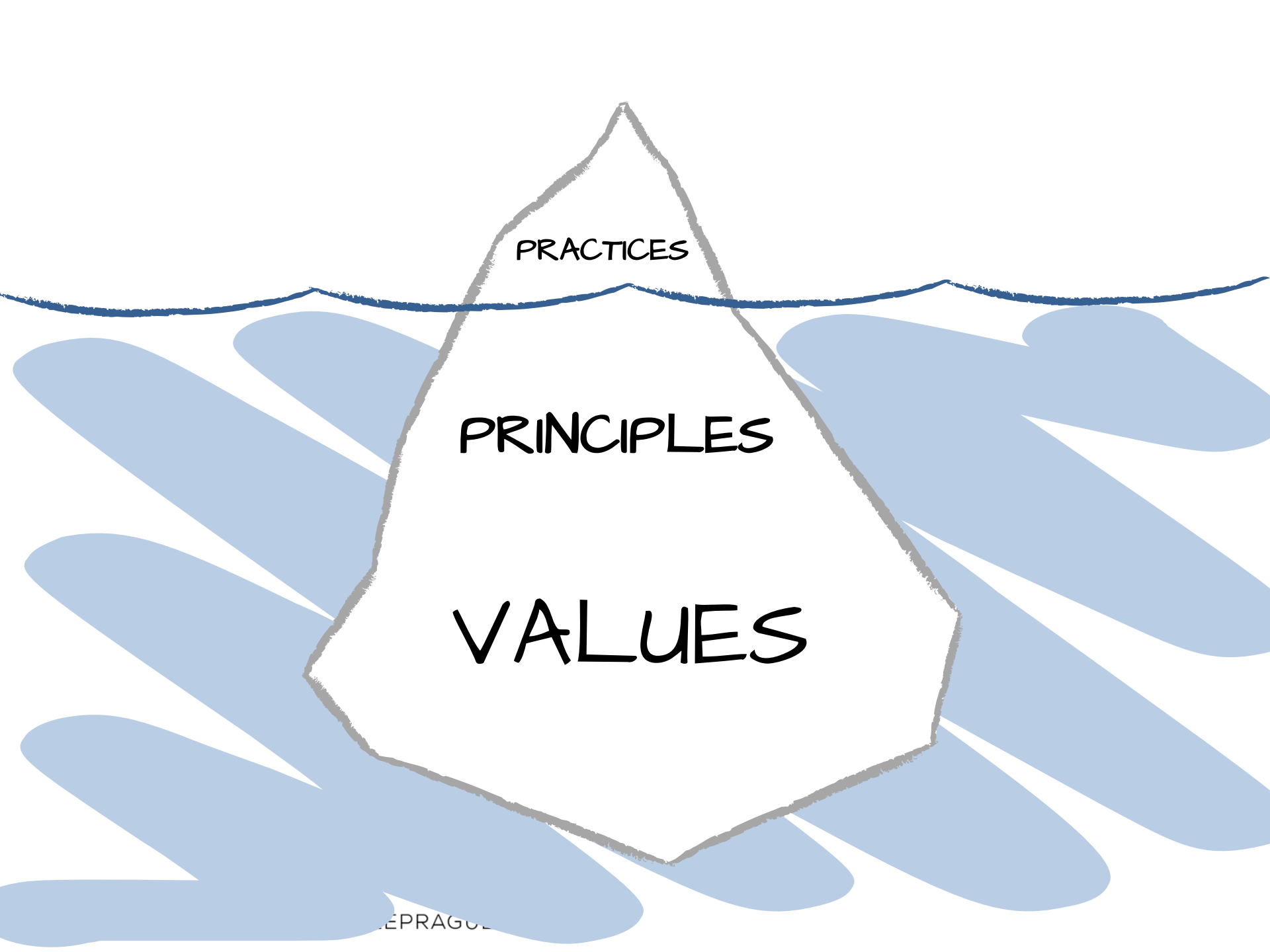
LEADERSHIP

TRANSPARENCY

AGREEMENT

UNDERSTANDING

RESPECT



PRACTICES

PRINCIPLES

VALUES



Pawel Brodzinski

@pawelbrodzinski

Mindful use of practice leads to learning.
Mindless use of practice leads to cargo cult.



THANK YOU

Pawel Brodzinski

brodzinski.com

lunarlogic.io

[@pawelbrodzinski](https://twitter.com/pawelbrodzinski)