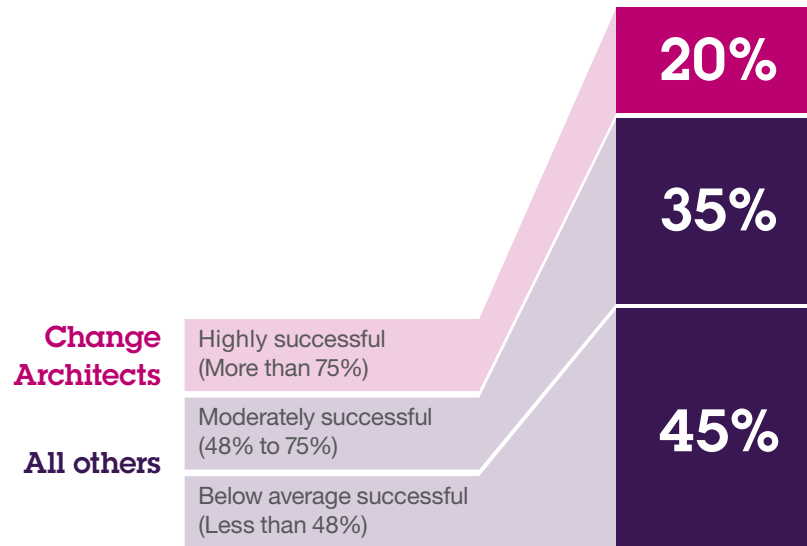# Making change work…while the work keeps changing

How Change Architects lead and manage organizational change

" The ability to anticipate, manage and capitalize on pervasive change is often the difference between market leadership and extinction. "

Only **20%** of respondents are considered **successful** in managing change.

87% of respondents state that **not enough focus** is placed on managing change in critical projects.

Only **40%** of respondents believe they have the **right skills** in place to successfully manage change projects in the future.

Only **49%** of organizations hold their **leaders accountable** for effectively managing change.

Change Architects consistently achieve project goals…

20%

35%

45%

Change Architects

Highly successful (More than 75%)

Moderately successful (48% to 75%)

All others

Below average successful (Less than 48%)

…and drive change through key differentiators

Lead at all levels
Cultivate a change-centric culture starting from the top and including the entire organization

Make change matter
Understand the benefits and embed the activities of a change management program

Build the muscle
Formalize change expertise and systematically build enterprise-wide change capabilities

To learn how Change Architects lead and manage change, visit
ibm.com/gbs/makingchangework

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