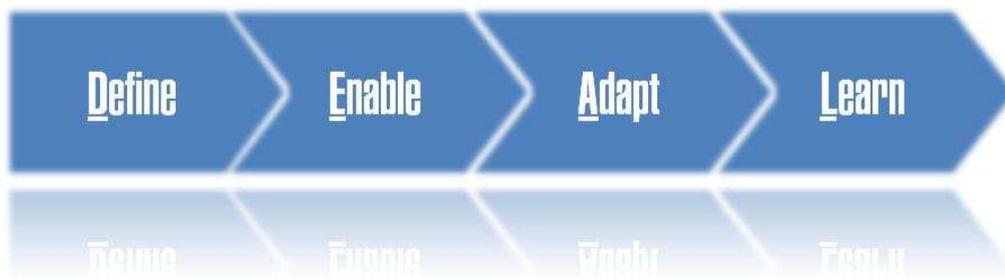




DEALing with Change

START[pm] consulting has developed the **DEAL Framework** to provide an approach to managing change which is focussed upon essential disciplines of effective change management: understanding your destination, putting in place the commitments and resources required to succeed, ensuring ongoing responsiveness to changes in your competitive environment, and embedding the outcomes so that benefits are sustained in the target environment.



Through a simple but robust four-phase process, the **DEAL Framework** ensures that change initiatives are consistently linked back to your overarching strategy:

- ✦ **Define** - defines change objectives, measures of success, and boundaries for the allocations of resources.
- ✦ **Enable** - establishes the environment and resources required to enable the desired business outcomes and capabilities.
- ✦ **Adapt** - realises and enhances upon the business benefit opportunities through pro-active and adaptive application of the allocated resources throughout the change lifecycle.
- ✦ **Learn** - through understanding and learning about the impacts of the change implementation, modifies and embeds the capabilities to sustain the benefits.

Different Contexts, Different needs

The **DEAL Framework** recognises that the **context** in which the need for change is identified yields different demands upon the organisation.

✦ **Strategic** - acquiring or developing new capabilities to position the organisation for the future.
e.g. *M&A activities, major organisational transformations, and new market entries.*

✦ **Tactical** - altering or realigning capabilities to respond to opportunities and to realise benefits arising from programs and other investment initiatives.
e.g. *Product enhancements, ERP system deployment.*

And

✦ **Real-Time** - driving rapid change in response to marketplace dynamics.
e.g. *sales and marketing campaigns, compliance and continuous improvement programs.*



DEALing with Change



Using the **DEAL Framework** to drive change, organisations can assure that their every-day, **Real-Time** decisions are linked back to their **Strategic** direction.

Linkages are established and maintained between the organisation's Vision and Mission, through its **Tactical** initiatives, down to operations-level changes.

This ensures that the **DEAL Framework** maintains integrity and consistency across the changes undertaken by your organisation.



Strategic



Tactical

And

Real-Time



Throughout the change lifecycle, the **DEAL Framework** provides mechanisms to ensure Real-Time feedback of the results and outcomes from the Change Activities into Strategic and Tactical decision-making, allowing proactive responses to changes in the business environment.



To find out more, visit www.startprojectmanagement.com, or e-mail info@startprojectmanagement.com