

| BRIEFING

A Guide to Transformation



**STRATEGY
TRANSFORMATION
GROWTH**
Q4 2023

EVERYTHING IS DIFFERENT NOTHING HAS CHANGED

The world is changing fast and technology is transforming how we live and work, offering business new opportunities and command a different future.

However, in this fast-paced and ever-changing world of business, inertia can be a silent but formidable adversary. It can manifest as resistance to change, a reluctance to innovate and a hesitation to adapt to evolving market dynamics.

Transformation strategy needs to be clear on its objectives, methodical in implementation and address internal inertia in order to increase the chance of success. So, before starting, ask yourself;

- What are we trying to achieve through transformation?
- Is our organisation ready for transformation?
- **How do we join the 30% of businesses that succeed in driving systemic transformation?**



5 Steps to Business Transformation

This guide helps you to take the very first steps in transforming your business - and making it happen.

Let's start with transformation – what does it mean and how do you know if you need it?

Organisations don't exist over night! They grow, they adapt, they evolve and they succeed and of course - they fail. One of the biggest causes of business stagnation and failure is the inability to recognise and react to the new business landscape, to understand where you fit in and establish what bold action you need to take to adapt and thrive.

Transformation has become a management buzzword and organisations often mistake the need to change, upgrade, refresh or reposition with transformation.

Transformation is a whole reinvention of how the organisation works. As such, it requires significant preparation. Gaining a clear understanding of the business landscape, the impact of potential changes, the opportunities and threats all need to be thoroughly explored.

Research for transformation

Understanding your start point and why the need for change

Research is key to understanding where you are and what the future might look like. Taking those insights and using them to drive your behaviour, inform your choices and become part of how you create transformation and measure progress is critical.

We can help you determine the parameters, establish the types of research, conduct, fulfil and collate the data and help you decode the insights so you can make more powerful decisions whether that's change or transformation.

This vital stage in gathering insight to determine the way forward helps clarify objectives and build the case for change within the organisation - essential to get all stakeholders engaged.

Transformation requires preparation and planning but with an agile mindset

At Saturn Five we believe that each business transformation is different. It could lean towards brand, technology, ESG, customer experience, operational process – or a combination. What we do know is that for any type of transformation to take place there are six building blocks and most, if not all, need to be considered at a deep level in order for your organisation to succeed.

Clear prioritisation is then required, balanced against resources, to realise the transformation but continuous action is needed to ensure it is fully embedded and performing against its intended objectives.

i) Strategic Vision – Creating and communicating a long-term, compelling picture of your where the organisation wants to be.

ii) Leadership – Aligning leadership teams to develop a full understanding of transformation including what is expected from leaders in today's dynamic landscape.

iii) Skill building – Empowering teams with the appropriate skills to ensure organisational capability and resilience.

iv) Project Team Capability – Cascading the vision to the project teams to ensure the right people and appropriate resources are in place.

v) Change management – Proactive management to support the process of change and how to adapt to the shifts and impact it creates.

vi) Business integration – Aligning the business, culture and organisational needs with the technological and process requirements.

What steps do you need to take to engage the leadership team and wider organisation?

Culture

Creating the right environment is key to empowering the organisation and the people within it. All transformation strategies require a level of innovation and therefore risk. Teams need to be able to experiment without fear - 'fail fast' is the mantra. It also needs a high level of cross-company and external collaboration - leaders need to recognise this and embrace an openness to cooperation and sharing.

Communication

An open and honest dialogue with your leadership team is critical to engaging the wider organisation. This should not only rely on formal communication channels - informal communication can be highly effective in supporting the 'movement' of change.

Measurement

Based on your research insights - set clear measurement parameters that everyone can access and affect.



just
what
you
need

Join the 30%

Our Approach

Research and Insights:

Operating at the intersection of market intelligence, customer insight and business understanding we work alongside you to gain a 360-degree view of your current operations and challenges to develop a clear and inspiring vision for your future-state organisation.

Bespoke strategies:

Strategies are meticulously crafted to align with your unique goals, industry landscape, and company culture. Nothing is 'off-the-shelf.'

Innovation:

In today's fast-paced world, innovation is central to building a resilient, thriving organisation. We support you in creating an environment for innovation, managing the unexpected and helping you assess and adopt cutting-edge technologies that optimise processes, enhance customer experiences, and drive operational efficiencies.

Collaborative engagement:

A successful transformation is a collective effort. We'll empower your team with the right tools, training, and mindset, fostering a culture of innovation through collaboration.

Leadership:

Leaders have a critical role in driving transformation strategies. We see essentially three things leaders must do:

1. Communicate the vision
2. Provide the resources and
3. GET OUT OF THE WAY!

We will work closely with your leadership team to help them 'walk the talk' and facilitate change.

Organisational agility:

Agility is the ability to think, understand and move quickly. For the 21st century organisation, change is constant, and agility is your competitive advantage. We work with clients to build an adaptable organisation, ready to pivot, and thrive in the face of evolving markets and customer needs - putting the building blocks in place to maintain an innovative, transformative culture to ensure change sticks.

Sustainable growth:

Our strategies focus on long-term success, ensuring your business remains resilient and delivers profit with purpose.

Partnership:

Our experience and understanding of your goals and challenges will drive us forward together through embedded teams, the coordination of cross functional teams, and the creation of task forces to gain alignment, drive progress and help you achieve your objectives.

Global reach:

Our international network can help you navigate new markets, cultural nuances, and regulations, turning your global aspirations into a seamless reality.