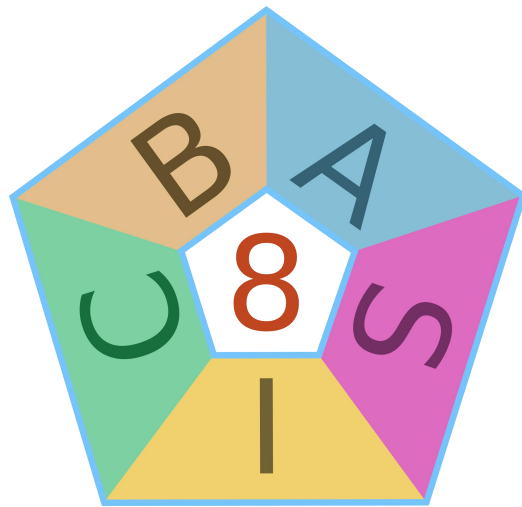




BASIC 8

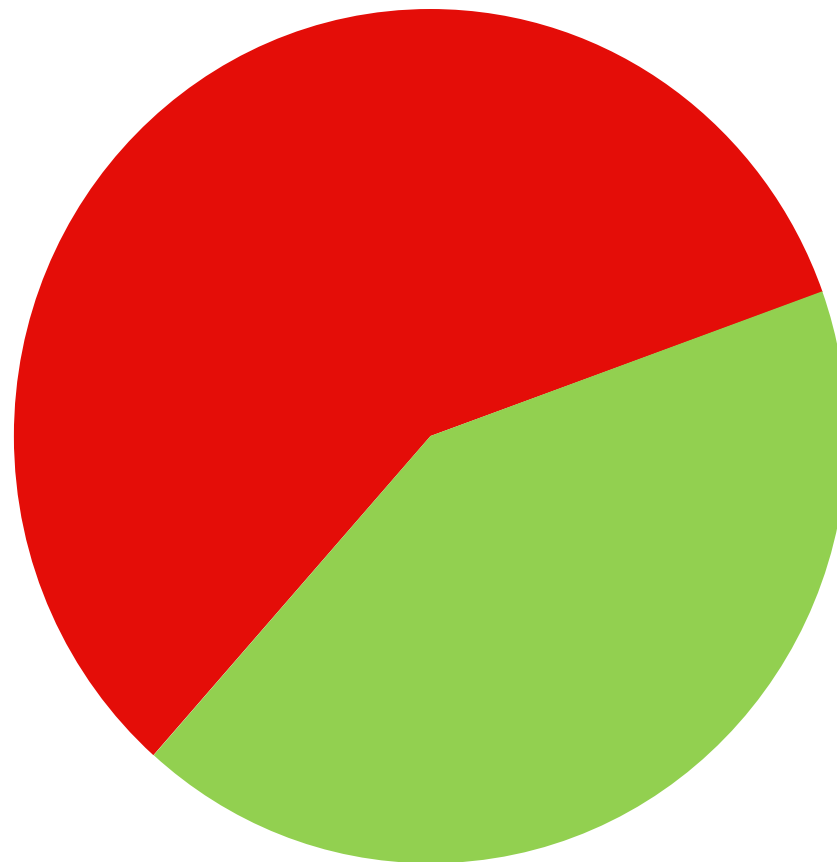
Changing States

**An overview of how
change proceeds**

Frequency of Satisfied Needs

General projects and their value to organisations

58% fail to
meet target
value



42% achieve
or exceed
target value

The Role of Change Management

Change management is a better
predictor of project success

than cost management
or time management

Need, Change & Projects

The logic of organisational need

Unsatisfied Need → Select Solution → Build Solution → Operate Solution → Ongoing Performance → Satisfied Need

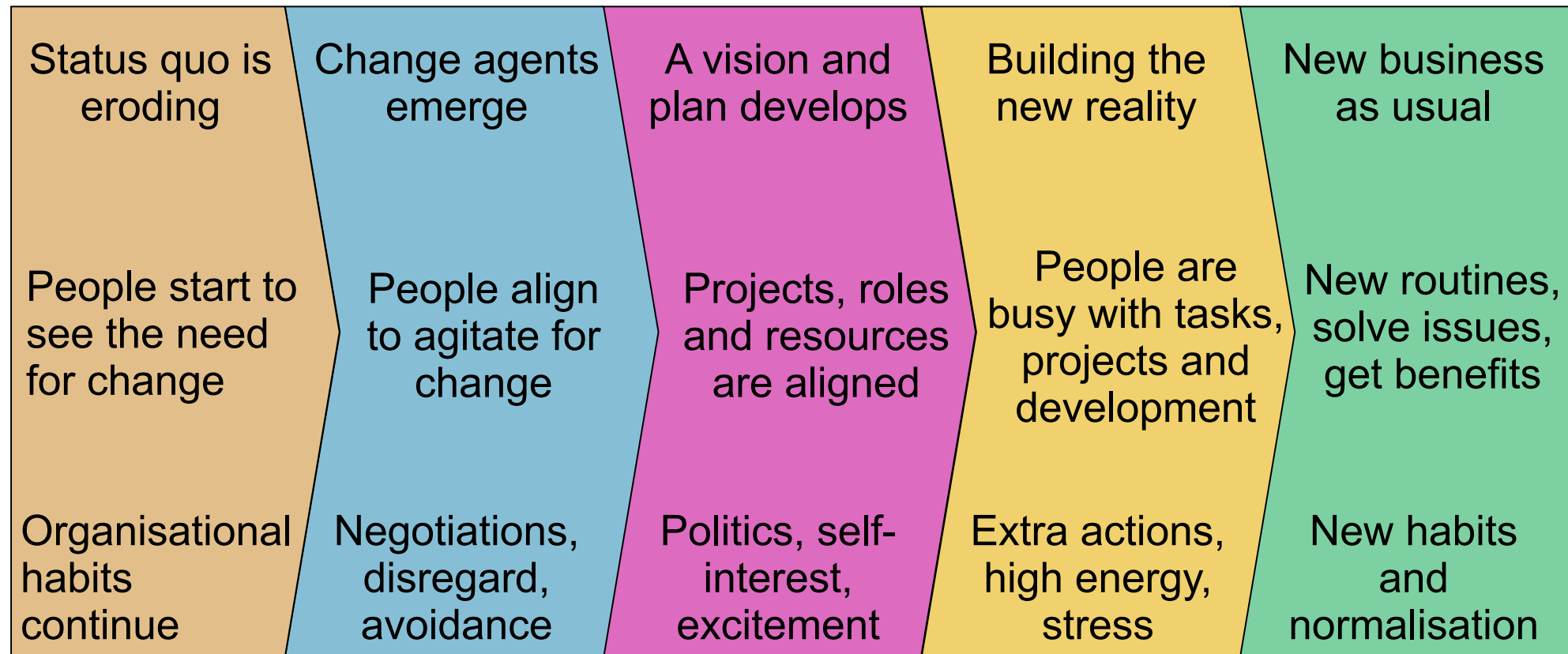
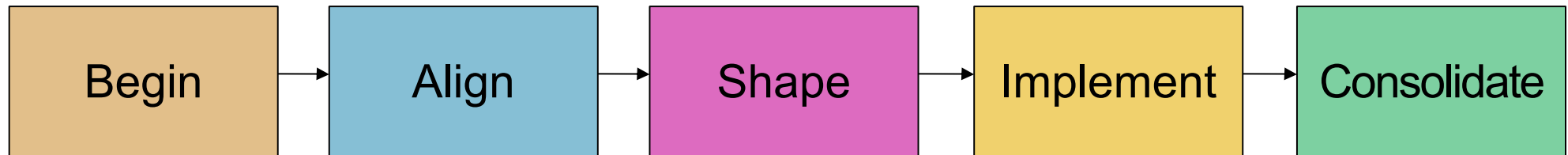
The change process to meet that need

Begin → Align → Shape → Implement → Consolidate

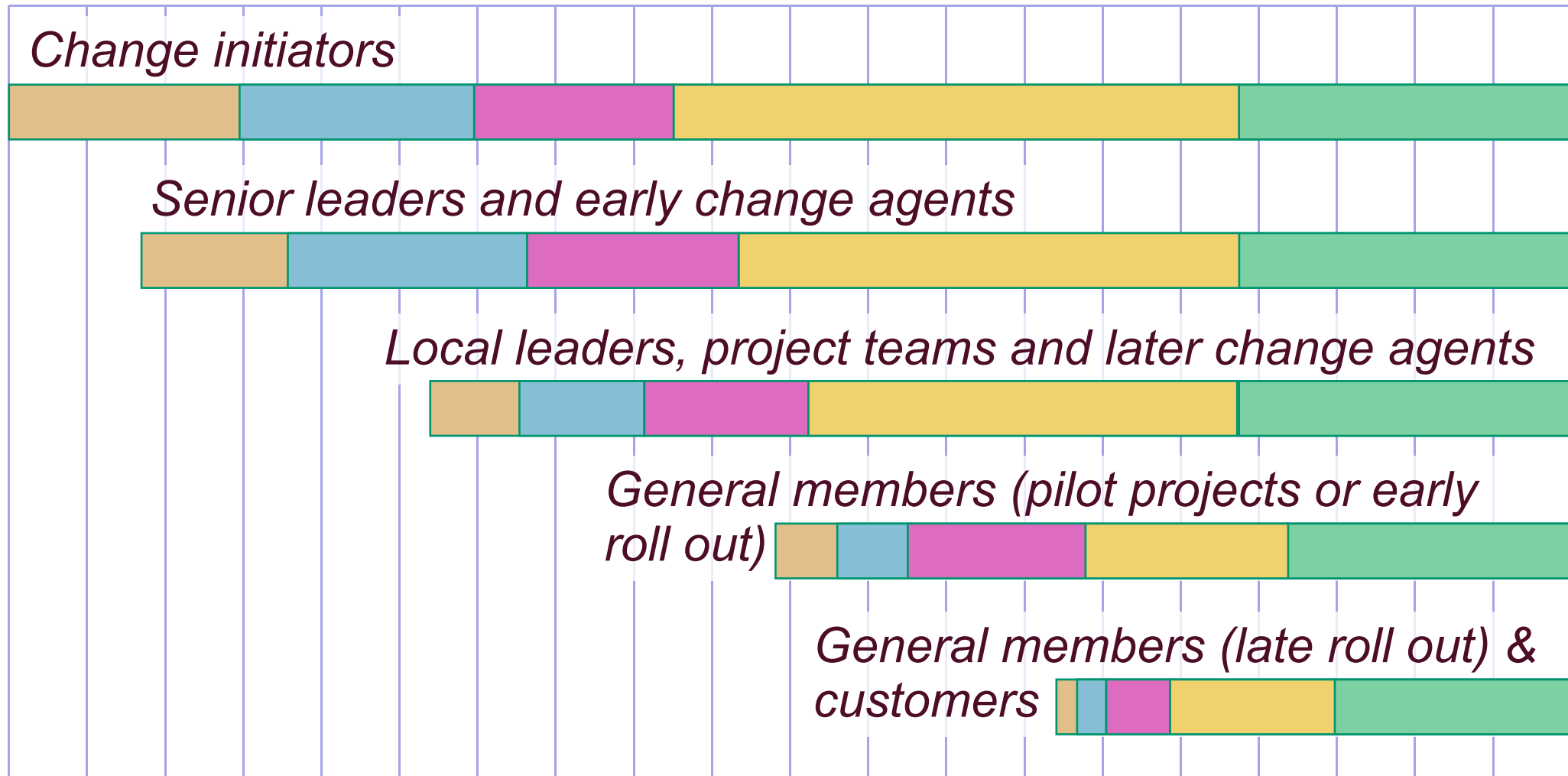
Where projects fit in

Project Activity

The BASIC Phases



People go through phases at different times and rates



PRIME-CAB

The 8 Layers of Activity

Planning and Strategy

Risk Management

Individual Contributors

Managers

Executives

Communication

Actions for Change

Business Operations