

1. Senior Leader Ownership

The Senior Leader is clear about the future, completely committed to it, can articulate it, and is willing to be a visible champion for it.

2. Senior Team Alignment

The senior team is aligned and completely committed to the vision, each member can be counted on to do his or her part, and each is fully in the game.

3. Compelling Future/Burning Platform

There is a clear, compelling vision of the future that makes something possible beyond what is currently predictable, there is full commitment to that vision, and there is an urgency to be in action.

4. Focus Management/Structures for Fulfillment

There are processes in place that will enable the effective management of the organization towards the envisioned future, and there are structures to ensure the fulfillment of each of the critical elements.

5. Engaging and Mobilizing Stakeholders

All critical stakeholders are part of the action, included in the thinking, and have the opportunity to make a contribution.

6. New Leadership Capabilities

The leadership at all levels of the organization have the skills and mind-set consistent with generating and sustaining a commitment to the new future, influencing those around them to participate effectively in the process, and learning what they need to learn to be successful.

7. Cultural Development

There is an appreciation for the culture and a commitment to develop the culture required to implement and sustain the new future.