

The Nine Deadly Traps

Failure Determinants

1. The **Underestimation** of the Difficulty to Institute Permanent Change
2. Failure to create a **Sense of Urgency** to begin the implementation
3. Failure to create the **Benefits Vision** for the organization
4. Failure to structure the organization for a **Long-term Commitment**
5. Failure to create a **Powerful Coalition** to guide and direct the implementation
6. Failure to adequately and consistently **Communicate the Vision** throughout the organization
7. Failure to permanently **Identify and Remove Obstacles** to the implementation effort
8. Failure to plan and create systematic **Short-term Wins**
9. Failure to **Anchor the Technology** in the culture

Success Determinants

