



# THE ONE-PAGE NO-BULLSHIT TRANSFORMATION CHECKLIST

If you cannot answer these questions clearly, your transformation is probably not under control.

ANSWER HONESTLY: YES / NO / NOT SURE

## 01

### THE PROBLEM

01.1

Can everyone name the real business problem in one sentence?

☐ YES ☐ NO ☐ NOT SURE

01.2

Is that problem supported by evidence rather than management opinion?

☐ YES ☐ NO ☐ NOT SURE

01.3

Are you solving the cause - or treating the symptoms?

☐ YES ☐ NO ☐ NOT SURE

## 02

### THE OUTCOME

02.1

Is the intended business result specific and measurable?

☐ YES ☐ NO ☐ NOT SURE

02.2

Is there a date and a clear definition of done?

☐ YES ☐ NO ☐ NOT SURE

02.3

Would customers, employees or shareholders notice the difference?

☐ YES ☐ NO ☐ NOT SURE

## 03

### OWNERSHIP

03.1

Is one person genuinely accountable for the result?

☐ YES ☐ NO ☐ NOT SURE

03.2

Can that person make the decisions the transformation requires?

☐ YES ☐ NO ☐ NOT SURE

03.3

Are leaders changing their own behaviour - or only asking others to change?

☐ YES ☐ NO ☐ NOT SURE

## 04

### EXECUTION

04.1

Have priorities been reduced rather than added?

☐ YES ☐ NO ☐ NOT SURE

04.2

Do teams know what they should stop doing?

☐ YES ☐ NO ☐ NOT SURE

04.3

Is progress reviewed through outcomes rather than activity?

☐ YES ☐ NO ☐ NOT SURE

## 05

### REALITY CHECK

05.1

Are bad news and uncomfortable facts reaching the top?

☐ YES ☐ NO ☐ NOT SURE

05.2

Would employees describe the transformation the same way as management?

☐ YES ☐ NO ☐ NOT SURE

05.3

If the programme stopped tomorrow, what would actually remain?

☐ YES ☐ NO ☐ NOT SURE

### THE VERDICT

More than three NOs? You probably do not need another workstream. You need a leadership conversation.

THAT'S USUALLY WHEN I'M USEFUL. ->