



Avoiding 'Mickey Mouse' Changes

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Avoiding ‘Mickey Mouse’ Changes

Matthew Smith, Head of EMEA Way of Working

Matthew Michael, Head of WoW Academy

50:50



The Million Dollar Question



W

\$500,000

Why does change fail?

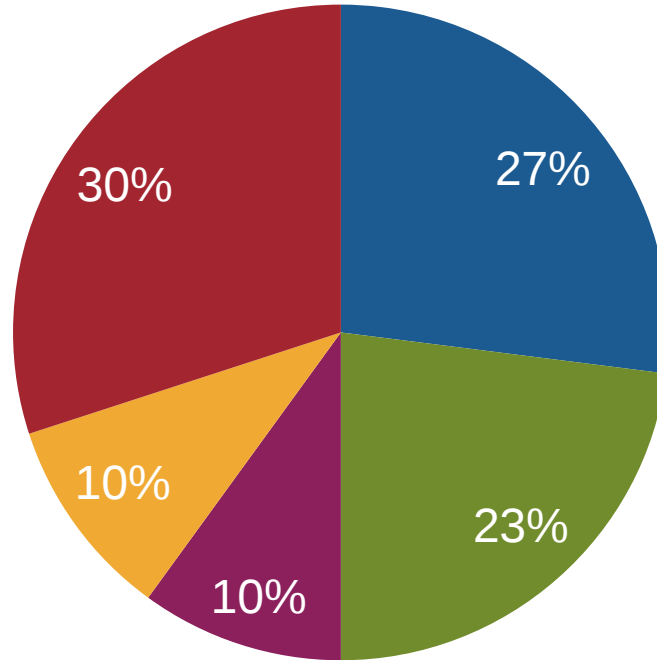
•A: Insufficient resources or budgets

•B: Lack of leadership focus

•C: Employee resistance

•D: Unforeseen obstacles

Why does change fail?



- Employee resistance
- Lack of leadership focus
- Insufficient resources or budgets
- Unforeseen obstacles
- Successful change!

Question:

Have you led successful change in the last 12 months?



Yes



No



Not sure

How do you know?

“The mind set and culture of a company will be the key differentiator in how they think, plan and execute change”

How an organisation appears to customers is a reflection of its underlying principles and mindsets



All great companies engage their staff with their vision and values

“To provide access to the world’s information in one click”



“To connect the world’s professionals and make them more productive and successful”



“To be the world's most customer-centric company”



“Making the best possible ice cream in the nicest possible way”



How have all these companies delivered successful, sustainable change?

