Clarity

Those 'creating' the change transformation, those 'managing' the change transformation and those 'impacted' by the change transformation will all need to have the change clarified, defined and aligned.

Change Clarity is about:

- Clarifying the change for the project team
- Agreeing the critical success factors and scope for the change
- Defining vision and mission statements for the change
- Defining the 'changes' of the transformation in terms of relevance for each stakeholder group