

THOUGHT LEADERSHIP

Forbes: Navigating Change: Transformation Trends In 2024

Our "The 2024 State of Transformation Survey" includes 150-plus senior transformation leaders working for large enterprises (1,000-plus employees, \$1 billion-plus in revenue) with respondents from North America, Europe and Asia.

Jay Goldman May 18, 2024



Topics Covered

- The increasing role of leadership in driving transformation
- Evolving change management roles
- The importance of benefits tracking in transformation
- The growing influence of technology, especially AI
- The future evolution of Transformation Management Offices (TMO)

Summary

Transformation in 2024 is driven by the need for continuous adaptation across enterprises. Leaders, particularly CEOs, are playing a pivotal role, and the focus is on delivering strategy-aligned performance. Change management is evolving, with TMOs becoming the strategic nucleus for transformation. Benefits tracking is now integral to ensuring success. AI is significantly influencing transformation efforts, with 85% of surveyed enterprises integrating it into their strategies. As organizations move from manual processes to tech-enabled approaches, the focus shifts to predictive, real-time decision-making for future success.

[Read the complete article on Forbes.com](#)

Frequently asked questions

What are the main transformation trends in 2024?

Continuous adaptation, with the CEO increasingly owning the agenda. Sensei Labs' 2024 State of Transformation Survey of 150+ senior transformation leaders at enterprises with 1,000+ employees and \$1 billion+ in revenue found leadership, evolving change management roles, benefits tracking, AI adoption, and the rise of the Transformation Management Office as the dominant themes.

How many enterprises are using AI in their transformation strategy?

85% of surveyed enterprises reported integrating AI into their transformation strategies. The survey covered senior leaders across North America, Europe, and Asia, and the finding reflects a shift from manual, periodic processes toward predictive, real-time decision-making.

What is a Transformation Management Office (TMO) and why is it growing?

A central function that owns transformation as a continuous capability rather than a project. Jay Goldman's Forbes summary of the survey describes TMOs becoming the strategic nucleus of the enterprise, coordinating initiatives, tracking benefits, and aligning execution with strategy as change management roles evolve.

Why is benefits tracking becoming central to transformation?

Because the survey found it is now integral to success, not an afterthought. Delivering strategy-aligned performance requires knowing whether initiatives are producing the value they promised, and transformation leaders increasingly treat benefits tracking as a core discipline of the TMO rather than a finance reconciliation done at the end.

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