

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.

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