

# Define Change Strategy



## Purpose or Need

To develop and assess alternative approaches to the change, and select the recommended approach.



## Value

An approach that will enable the enterprise to transform from current to future state and achieve the highest value.



## Solution

A defined approach that the organization will follow to guide change and defined solution scope that will be achieved through the execution of the change strategy.



## Techniques

Frequently used techniques:

- [Business Cases](#);
- [Business Capability Analysis](#);
- [Business Model Canvas](#);
- [Organizational Modelling](#);
- [Scope Modelling](#).

Refer to the [BABOK Guide v3](#) for the complete list of techniques.



## Stakeholder

Typically involves sponsors, subject matter experts, operational support, regulators, users, and any additional stakeholders identified.



## Description of Change

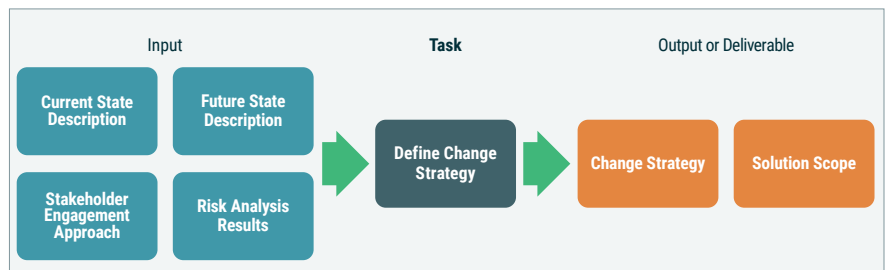
Define Change Strategy performs a gap analysis between current and future state, assesses options for achieving the future state, and recommends the optimal approach, including any transition states. Various change strategies can be considered, ranging from small evolutionary changes that build on each other, to large transformational changes all at once.

## Reference (Guidelines and Tools)

The following resources, if they exist, can be used to transform the inputs into the outputs:

- Business Analysis Approach;
- Design Options;
- Solution Recommendations.

## Task Inputs and Outputs



## Consider...

A change strategy can be important for any initiative that involves a transition from a current way of executing to a desired future state. It's important in large-scale transformations as well as smaller operational-driven improvements.

Example: Consider an enterprise transformation program where there's transitional change and changes to create the new operating model.

See [Strategy to Execution Framework v1.5](#) – 2.8 Transition Strategy and 2.9 Change and Adoption Strategy

Certifications: CCBA, CBAP – Refer to the [BABOK® Guide](#) for study purposes

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