

# 3 Pitfalls That Lead to an Unsuccessful Implementation

The goal of any project is to successfully implement, leading to effective change. But, often times, projects may never make it off the shelf, execution is poor or the outcome of the project isn't as expected. Though there may be various reasons that can hamper implementation, below are 3 key areas that should be considered when planning and/or implementing any project.

## 1. Messaging

Messaging is a key component for any goal or vision you want to implement; it is what helps clarify the change that is expected so that the outcome is successful. To ensure that the goal has been delivered effectively, the messaging needs to be provided in a manner that is clear, easy to understand and created with those the change may impact as well as those executing the change, the change agents.

## 2. Complacency

Complacency can be a huge distraction and a deterrent to implementing change, which can arise in various ways. Complacency can appear if the messaging is unclear, there's a lack of urgency, consistency or a lack of involvement from leadership. Complacency can also unknowingly appear as part of the company culture. When complacency exists, inaction is likely to follow, causing the project to either fizzle during, after or even before implementation begins. To ensure complacency doesn't become part of the agenda, it is always good practice to take an assessment of the company's culture and include this as part of the strategy of any project.

## 3. People

Often times a project is prepared then the strategy gets drawn up, the tasks distributed and away the project goes. However, one key area that tends to get overlooked are the people, which are a big part of change. Keeping people as one of the primary areas of focus while implementing change will help to ensure that not only the people remain engaged, but that the project remains on track with a greater possibility to an effective outcome.

Pitfalls can certainly be a roadblock to any project; however, one way to prevent the above challenges is to include change management as part of the strategy right from the beginning. With a strategy for change, the road to a successful implementation can be much brighter.