

Ready to embrace change? Or suffering from Titanic Syndrome?

According to Nadya Zhexembayeva, www.chiefreinventionofficer.com, Titanic Syndrome is an organizational disease in which organizations (teams or individuals) facing disruption and change bring about their own downfall through arrogance, excessive attachment to past success, or an inability to recognize the new and emerging reality.

Read each statement below. On the scale from 0 to 5, zero being “This is nothing like our organization” and 5 being “This is 100% like our organization” assess the relevance of each statement for your organization and discover to what extent your organization is infected with Titanic Syndrome.

Titanic Syndrome Diagnostic



ANTICIPATING CHANGE	DESIGNING CHANGE	IMPLEMENTING CHANGE
Our company gets insights and warnings from the same sources (for example, suppliers, customers, professional magazines, etc.) and rarely goes out of its comfort zone in soliciting information from unusual sources. 0 1 2 3 4 5	I regularly hear “We have always done it this way” and “That’s just the way we do it here” when discussing change at company meetings. 0 1 2 3 4 5	I have not received any training or instruction for how to start and implement change in our company. I (and most likely many others) are not sure what the procedure is if I want to introduce change. 0 1 2 3 4 5
Other employees and I are rarely asked to share insights and reflections on potential threats, disruptions or opportunities to our business. 0 1 2 3 4 5	Most people in our company get angry and frustrated with the need to do something differently, even if it is for the better. 0 1 2 3 4 5	There are significant gaps between what we say about our company’s commitment to change and how we actually work , allocate our resources, spend our time at meetings, award bonuses, etc. 0 1 2 3 4 5
When our company gets insights and warnings about potential disruptions, they are shared with a small group of people . 0 1 2 3 4 5	In our company, leaders often justify their decisions using past experience as the main argument . For example: “Trust me, I’ve done it a million times” or “We tried it this way already, and it will never work.” 0 1 2 3 4 5	In our company, we do not welcome “practice rounds” or experimentations. Instead, we are expected to execute all change perfectly and are punished for mistakes and failures . 0 1 2 3 4 5
In our company we usually start reacting when we are pressed by an unfolding crisis, rather than anticipate possible threat or opportunity and respond proactively . 0 1 2 3 4 5	When we fail, our company often places blame on somebody on the outside (competitors, suppliers, government, consumers). 0 1 2 3 4 5	During the process of change, we rarely stop to celebrate small or short-term wins. Often, we feel demotivated and cannot see the progress we are making. 0 1 2 3 4 5
We don’t take enough time for reflection, strategizing, creative thinking, and proactive action. 0 1 2 3 4 5	In our organization, changes are made by a small group of people. Employees rarely get an opportunity to actively engage in developing and deciding on the new products, processes, and strategies - and learn about decisions at the time of rollout. 0 1 2 3 4 5	The way our company is organized makes it difficult to react to change quickly . For example, our budgeting process is very bureaucratic, making it hard to introduce change in the middle of the year, or our production and investment decisions lock us into a product for years with no easy way to change. 0 1 2 3 4 5

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How did you do? Are you to embrace change?

Place your total score here: _____

Guide to scoring:

56-75 – Man the lifeboats! You have Titanic Syndrome!

36-55 – Significant signs of Titanic Syndrome.

16-35 – You are reasonably open to change and have some reinvention skills with a risk for Titanic Syndrome.

0-15 – You are open to change and have excellent reinvention skills.

What might you begin to place your focus?

Add up the numbers in each column and note your score for each Reinvention Pillar in the table below. Consider how these results resonate with you, and how they might be used to highlight where your greatest strengths and opportunities are.

Reinvention Pillar	Score
Anticipating Change	
Designing Change	
Implementing Change	

I'd love to hear your results! Contact me at: JaneTriplett.com/Contact and let's schedule a call!