Is your organization suffering from Titanic Syndrome?

Read each statement below. On the scale from 0 to 5, zero being "This is nothing like our company" and 5 being "This is 100% our company", assess the relevance of each statement for your organization.

ANTICIPATING 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

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

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 we usually start **reacting** when we are pressed by an unfolding crisis, rather than **anticipate** possible threat or opportunity and act **proactively**.

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

DESIGNING CHANGE

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

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

Our business decisions are more often influenced by **external demands** than by a strong, clear, and proactive strategy.

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, it will never work."

0 1 2 3 4 5

When we fail, our company often places blame on somebody **on the outside** (competitors, suppliers, government, consumers). In other words, we are blaming the iceberg.

0 1 2 3 4 5

IMPLEMENTING CHANGE

I **have not received any training or instruction** for how to start and implement change in our company. I (and most likely many others) am **not sure** what the procedure is if I want to introduce change.

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

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

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

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

How is your organization doing?

Sum up all numbers circled and put the total here:

GUIDE TO SCORES

56–75	36–55	16–35	0–15
Man the lifeboats! You have Titanic Syndrome	Significant signs of Titanic Syndrome	Reasonable change and reinvention skills, with a growing risk for Titanic Syndrome	Excellent change and reinvention skills

What do you need to work on the most?

Sum up all numbers for each category and put the totals into boxes below:

ANTICIPATING CHANGE	DESIGNING CHANGE	IMPLEMENTING CHANGE