

The Unified Corporate Transition Theory™

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$$\text{CTP} = \text{Q33TF}$$

Community Transition Potential = Quality of **33** Transition Factors

The Unified Corporate Transition Theory unites the bewildering array of ideas concerning the process of corporate transition into one easily understood concept. Five statements and a chart create the basis of the theory.

- * **Corporations seeking or having the most transition factors have the greatest potential of successful transition.**
There are 33 Corporate Transition factors. Transition factors provide the experiences; the physical, mental and emotional basis for change. The Chart lists all the factors.
- * **Corporations not seeking transition factors will not make a good transition.**
- * **Corporations having mainly “paid-for” factors rarely make good lasting change.**
“Paid-for-Factors” occur when someone (or a system) is paying for the support.
- * **Most Corporate Transition factors deteriorate in direct proportion to the amount of time elapsed since the change was needed.**
- * **The greater the change the greater the need to seek diverse transition factors.**

There are three types of Corporate Transition factors:

- * **Paid-for Corporate Transition Factors.**
These cost money. Examples: Management consultants, professional services, marketing plan.
- * **Unpaid or “natural” Corporate Transition Factors.**
These are people who provide help, but do not require payments, and their support can last a lifetime. Examples are: Mentors, family, networking contacts, community groups, support groups, business peers.
- * **Corporate attributes**
These are corporate traits such as education, image, experience, confidence, business profile, attitude, and age.

Characteristics of Transition Supports

Address is the place where customers can access your services during transition.

Shade in 100% if your customers have complete access to your services.

Age determines certain qualities of the corporation. Each age brings different benefits and drawbacks. Not only the age of the corporation, but the age of the members of the corporation are a factor.

Shade in 50% if the age of the organization is conducive to change. Shade in the other 50% if there are no age issues within the population of the corporation.

Aptitude is the natural asset, ability, or talent of the corporation and its members.

Shade in 100% if the corporation and its members have the natural assets, abilities or talents to make the transition.

Assessments are written evaluations of the corporation's attributes.

Shade in 100% if the corporation has all the necessary assessments to support the transition.

Attitude to the transition is the mental and emotional feelings about the transition.

Shade in 100% if the attitudes of the individuals within the corporation are conducive to the change.

Business Associations are organizations of businesses that can help the corporation make the transition.

Shade in 100% if the corporation belongs to associations beneficial to the transition.

Business Image is the new image of the business when compared to the competition.

Shade in 100% if the new image equals or surpasses the image of the competition.

Business Peers are business associates willing and able to support the transition.

Shade in 100% if the corporation has business peers who will support the transition.

Certificates are documents verifying the skills of those within the organization.

Shade in 100% if the corporation has sufficient individuals with the appropriate certificates.

Communications are the tools the corporation has available to inform all those affected by or are supportive of the transition.

Shade in 100% if all communication tools are in place.

Community Organizations are services that are not conducted for the purpose of making a profit.

Shade in 100% if the corporation is supporting a community organization.

Confidence is valuing and regarding the corporation's ability to make the transition.

Shade in 100% if the corporation highly regards the skills of the individuals within the corporation to make the changes.

Customers are the purchasers of your product or service.

Shade in 100% if transition will have the desired effect on your client base.

Education is the corporate knowledge required to make the transition.

Shade in 100% if the Corporate Education is sufficient.

Families are the groups of people who can support individuals in the corporation.

Shade in 100% if the families support the corporation transition.

Health is the general health of the corporation.

Shade in 100% if the health of the corporation and those within it supports change and is not an issue in relation to transition.

Management Consultants give advice and opinions.

Shade in 100% if the corporation has sufficient advice and opinions concerning the transition.

Marketing Plan is the planned method of getting customers.

Shade in 100% if the corporation has done the marketing research and has a good marketing plan in place for the transition.

Mentors are trusted counsellors or guides.

Shade in 33% if individuals have mentors.

Shade in 33% if the corporation has a mentor.

Shade in 33% if the corporation is mentoring.

Mobility is the ability to activate the corporation and the ability of individuals of the corporation to relocate.

Shade in 50% if the corporation is mobilized to action. Shade in the other 50% if individuals have the ability to change locations.

People are the individuals in the corporation that can support the transition.

Shade in 100% if all people in the corporation support the transition.

Published Marketing Materials are the corporation's promotional devices.

Shade in 100% if the corporation has all the necessary published material to support the transition.

Networking is the exchange of information and services among businesses.

Shade in 100% if the corporation is actively seeking the support of other businesses in a network on a regular basis.

Personality is the spectrum of characteristics of the corporation.

Shade in 100% if the corporate personality matches the end result of the transition.

Professional Services are the appropriate lawyers, bankers and accountants necessary to make the transition. These may be different than your present professional services.

Shade in 100% if the corporation has the appropriate professional services to make the transition.

Seeking Transition Factors is the attempt to obtain the benefits from the transition factor. Most importantly, it is asking people for their support in making the transition.

Shade in 100% if seeking all the relevant transition factors.

Suppliers provide the corporation with the products that enable the business to operate.

Shade in 100% if the corporation has good reliable suppliers necessary for the transition.

Support Groups are any organized groups of people willing to take sides with, tolerate and uphold members of the group.

Shade in 100% if the corporation encourages and supports individuals to seek the benefits of support groups.

Transition Plan is a devised course of action.

Shade in 100% if this is a written document that makes sense.

Transition Techniques are the customary ways of making changes.

Shade in 100% if the corporation understands transition techniques and is using them.

Transition Experiences are past attempts at corporate change.

Shade in 100% if the corporation has made successful transitions in the past.

Transportation is the means of getting your product out to customers during the transition.

Shade in 100% if there will continue to exist a reliable method of transportation of goods or services during transition.

Unions are organizations of employees.

Shade in 100% if the union fully supports the transition.

The 33 Corporate Supports

Unified Corporate Transition Theory[®]
Types of Corporate Supports

