Future-Ready Project Leadership

## DESIGNING FOR CLIENT EXPERIENCE AND LONG-TERM VALUE

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It Used to Take Three Weeks…
Just to Set Someone Up.

Opening multiple offices across Africa meant **dozens of employees** to set up at once.
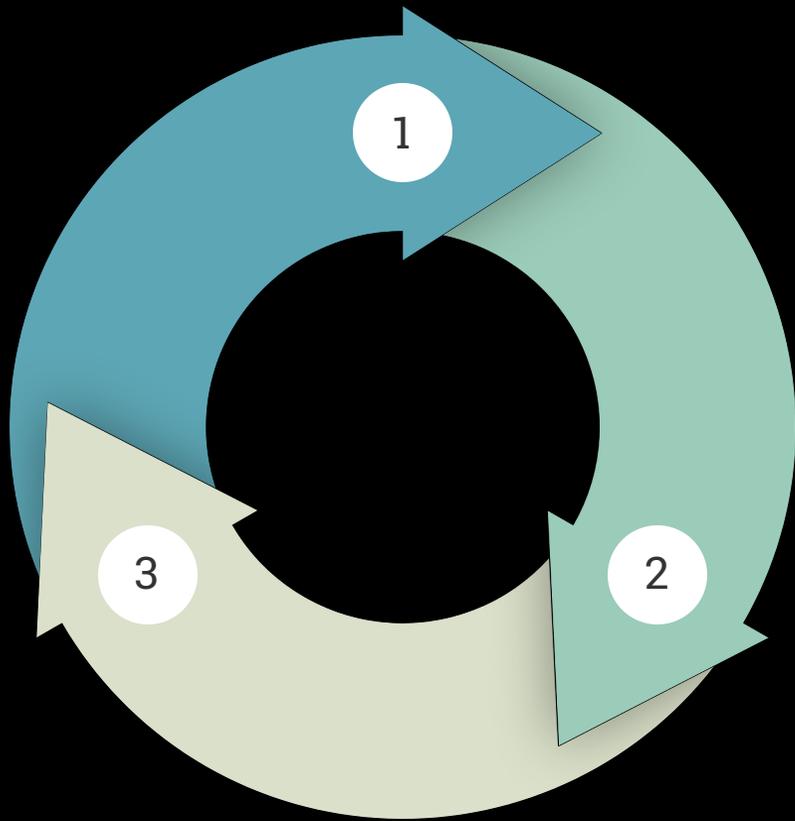
Onboarding one new employee took **almost three weeks** end-to-end.

Every department did its part – but the experience was slow and fragmented.
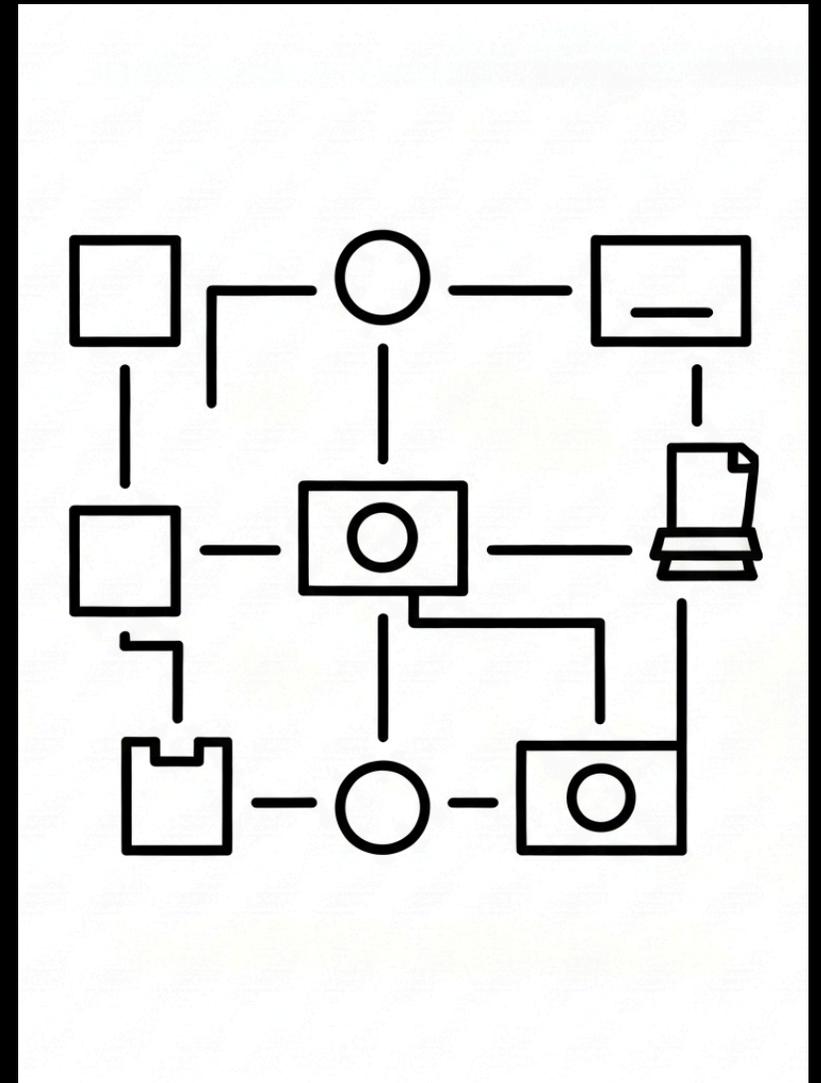
Leadership insight: High activity is not the same as true connection.

The World We Lead In Has Changed

1. VOLATILE, UNCERTAIN, COMPLEX, AMBIGUOUS (VUCA) ENVIRONMENT

2. DISTRIBUTED TEAMS, SHIFTING PRIORITIES, CONSTANT TECH CHANGE

3. SUCCESS INCLUDES CLIENT EXPERIENCE, EMPLOYEE EXPERIENCE, AND LONG-TERM VALUE

IN THIS VUCA WORLD, PROJECT SUCCESS MUST BE REDEFINED TO PRIORITIZE THE EXPERIENCE AND LONG-TERM VALUE BEYOND JUST TIME AND BUDGET TARGETS.

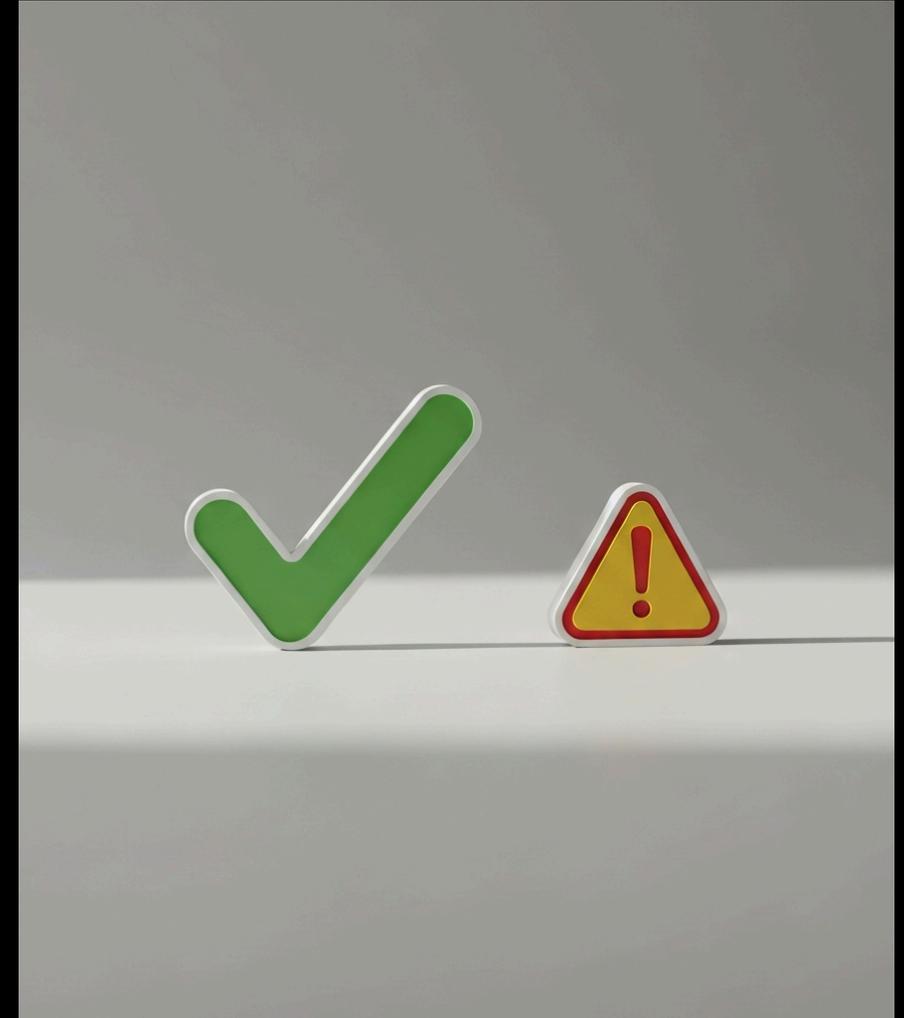# When Projects 'Succeed'... But Change Doesn't Land

✔ **STATUS REPORTS:**

Green – scope, timeline, budget.

✖ **REALITY**

Reality: users revert to old tools and workarounds.

✖ **RESULT**

lost trust, energy, and belief in the project.

What the Research Tells Us About Project Value

RESEARCH HIGHLIGHTS

Only 60% of projects meet original goals and business intent, with significant investment wasted through poor performance
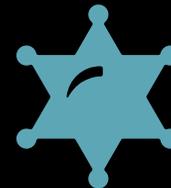
ACHIEVING SUSTAINABLE IMPACT

Sustainable impact comes from aligning structure, systems and behavior, not just rolling out new tools

LINK BETWEEN EXPERIENCES

Employee experience and client experience are closely linked - how people work shapes how clients feel

ONGOING LEADERSHIP ATTENTION

Ongoing leadership attention after go-live is critical for benefits realization and long-term value

Real Projects. Familiar Frustrations.

LEGAL: ONBOARDING AND ACCESS SPREAD ACROSS HR, IT, FINANCE, OPS – SLOW AND INCONSISTENT.

**ASSET MANAGEMENT: "STRATEGIC PROJECTS" IN SILOS, NO SHARED VIEW OF FIRM-WIDE IMPACT.**

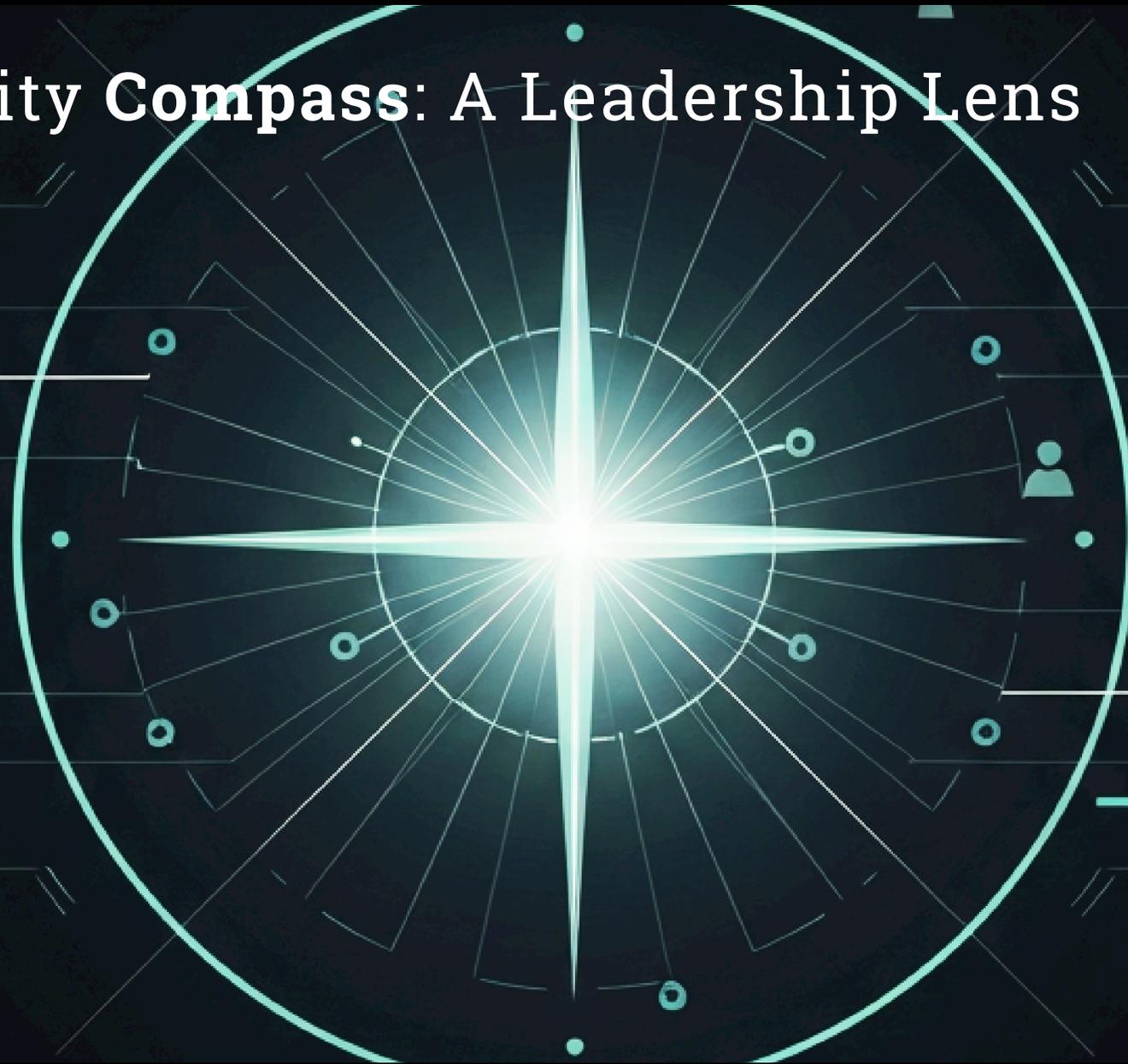**LEGAL-TECH SAAS: SOFTWARE GOES LIVE, BUT ROLES, PROCESSES, AND CHANGE READINESS LAG BEHIND.**

ON THE SURFACE THE PROBLEMS DIFFER – UNDERNEATH, THEY'RE ABOUT DISCONNECTION AND UNCLEAR OWNERSHIP.

Connection & Continuity

BUILD FUTURE VALUE –
Data, Insight, Integrations

CONNECT TEAMS

CONTINUITY
MINDSET

ALIGN SYSTEMS

HANDOVER AS CORE

CLARIFY PURPOSE
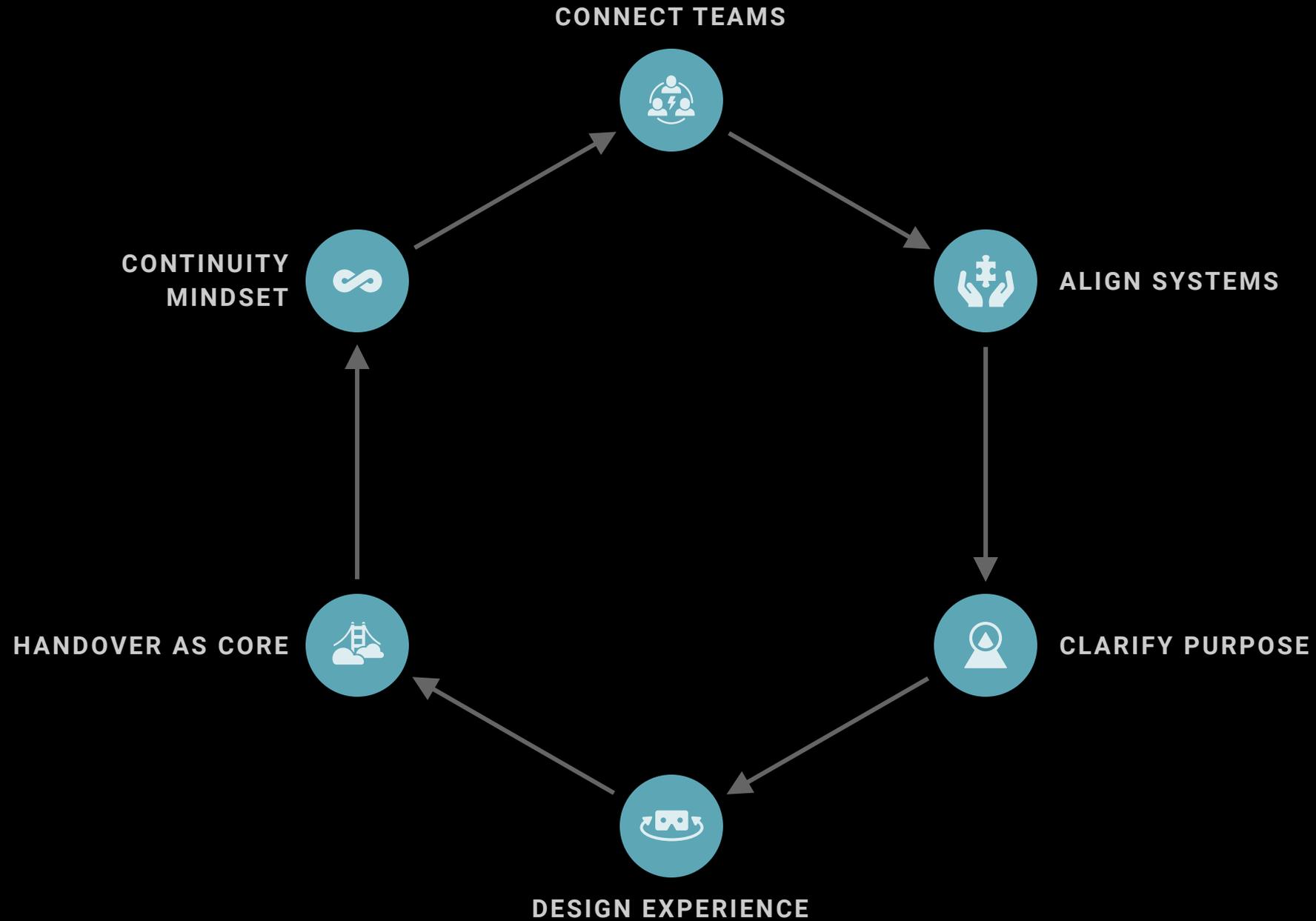
DESIGN EXPERIENCE

The Continuity **Compass**: A Leadership Lens

A WAY OF PAYING ATTENTION TO WHAT WILL STILL MATTER AFTER GO-LIVE.

Six Questions I Keep Coming Back To

- **CONTEXT**

  What is really true here?

- **STAKEHOLDERS**

  Whose experience are we designing for?

- **ROLES**

  Who owns what when things go right – and when they don't?

- **SYSTEMS**

  Where does the truth about this project actually live – and will it give us useful insight later?

- **ADOPTION**

  What makes the new way easier than the old way?

- **CONTINUITY**

  Who will steward this once we've gone – and how will we know value is still being realised?

Applying the Lens: Law Firm Onboarding

BEFORE:

Fragmented roles & systems; context and stakeholders not fully surfaced; adoption and continuity assumed.

WHAT WE DID:

Brought the right people together, mapped the end-to-end journey, consolidated and digitised a single intake, assigned ownership.

OUTCOME:

Setup time cut from ~3 weeks to ~2 hours for core steps, with a replicable process across African offices and less year-end chaos.

Applying the Lens: Asset Management: Seeing the Whole Board
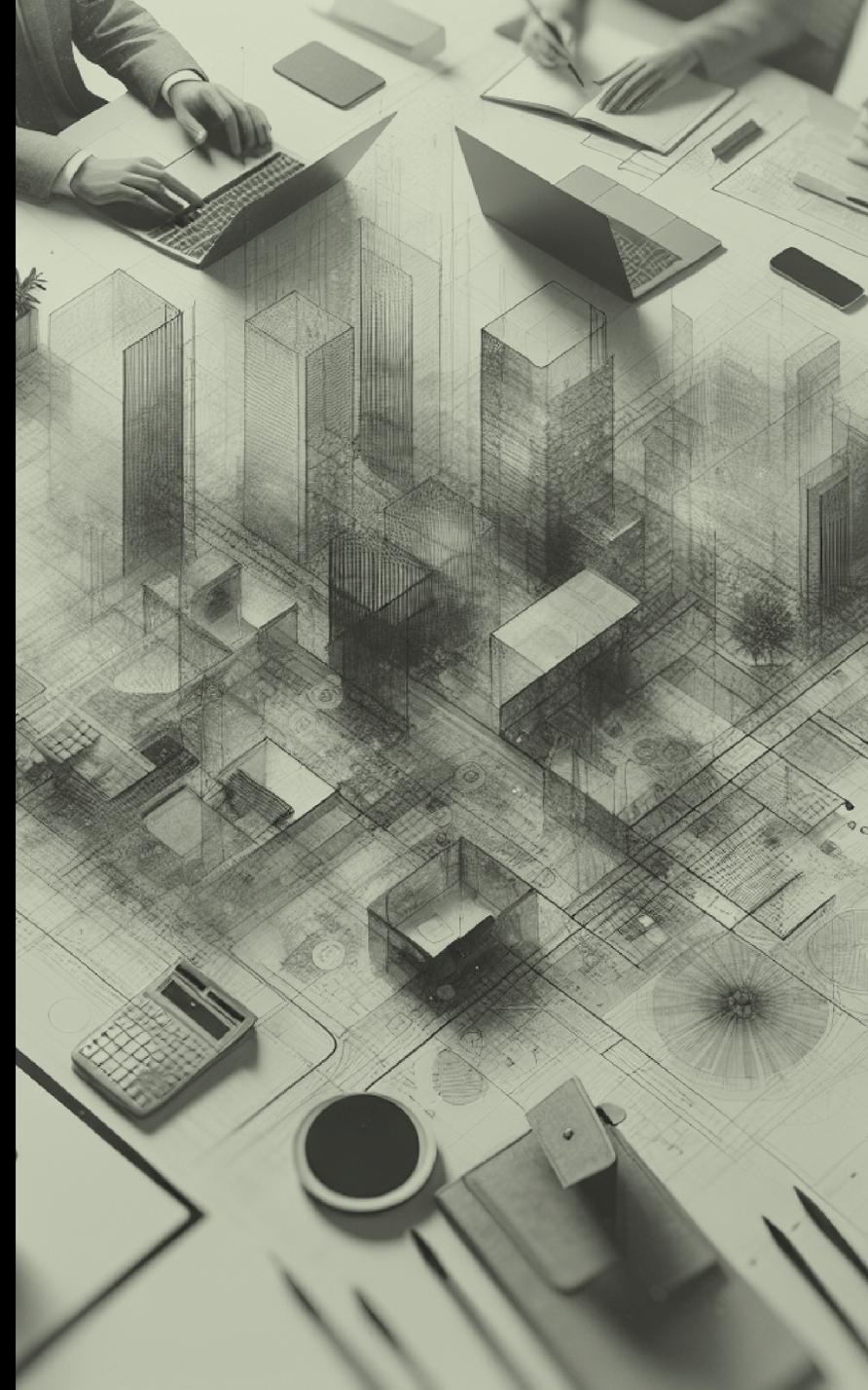
1 | **BEFORE:**

Many 'strategic' projects running in silos

2 | **WHAT WE DID**

Mapped all initiatives, surfaced overlaps, aligned to strategy

3 | **OUTCOME**
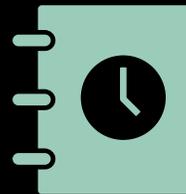
Fewer projects, more focus, realistic view of capacity

Applying the Lens: SaaS Implementation

BEFORE:

SaaS CRM live, but adoption was patchy; clients expected the tool to fix everything

WHAT WE DID

Built a client playbook around the six areas (context, stakeholders, roles, systems, adoption, continuity) and added 30/60/90-day check-ins.
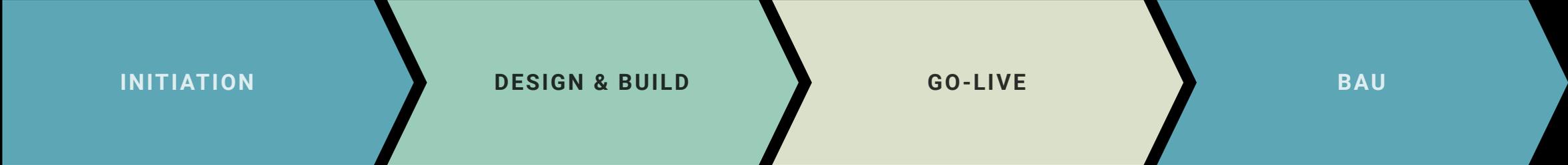
OUTCOME

Stronger adoption, fewer escalations, clearer shared ownership of long-term value.

Designing Employee, Client & End-User Experience at Every Stage

Whose experience are we trying to change employee, client, end-user and what will 'better' look like for them?

How will this feel on day one?

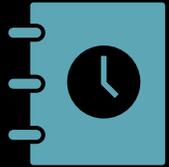| INITIATION | DESIGN & BUILD | GO-LIVE | BAU |

Co-create with people who use and support it.

Who owns the ongoing experience – and how will we know it's working?

Governance
asks at gates.
Leadership
keeps asking as
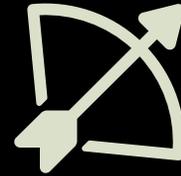things change.

Before Your Next Project...

PICK ONE LIVE OR UPCOMING PROJECT

Discuss this with your team

ASK 6 KEY QUESTIONS

Reflect honestly on the project

CHANGE ONE THING

Adjust roles, systems or handover

INCREMENTAL SHIFTS, NOT BIG TRANSFORMATION

Build future-ready leadership gradually

SMALL, DELIBERATE CHANGES CAN HAVE A BIG IMPACT ON YOUR TEAM AND PROJECT.

Projects End. Leadership Endures.

Design for connection, client experience, and continuity – not just delivery.