

What's in a Name?

I used the word **momentum** in the name of my firm because it is a key element in the transformation of an organization from a “current state” to a desired “future state.” Every senior manager knows that closing the gap between these two states can be a perilous effort that oftentimes ends in a lack of success. The process can be riddled by numerous unplanned “starts” and “stops” that eventually undermine the effort. The **momentum** needed to keep individuals and groups “on-task” gradually dissipates. In order to build and sustain momentum an organization must be able to effectively execute a series of planned activities that result in the outcomes that will ultimately lead to the future state. Unfortunately, momentum for so many NFP organizations is very difficult to achieve. I believe this can be attributable to the following:

- Initial plans that don't take into account the availability and skill levels of internal staff who are essential to the initiative.
- The availability issue can cause delay and morale issues, but the skill (know-how) level issue can cause delay and *failure*.
- Weak project management skills by those in-charge of the initiative.
- Strong resistance from individuals and groups who don't want to lose whatever control, or illusion of control, they might possess over the future of their position (this can include power and standing).
- Top-to-bottom and bottom-to-top "disconnects." Is top management insulated from their “troops” and are the “troops” loyal and aligned with the organization's mission? Either scenario can destroy any attempt to build and sustain the **momentum** required to attain the desired future state.

If any of the above sounds like a problem your organization may be experiencing, please contact me for a free no-obligation consultation.

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