

Change on everyone's mind if new CEO has his way

During the spring, SamSari AB has appointed a new CEO. Former Sales Director Dan Öhlander has taken over after Magdalena Persson, who leaves the company after three years. SamSari has grown rapidly the past years, found a niche as a Change Agency and been established as a strong trademark. Dan now shoulders the task of leading SamSari forward.

What is most stimulating with working at a Change Agency?

– Our customers are spread out in diverse industries, and being able to help them realize their strategies – whether it's system implementations or leadership models – is truly inspiring. It was a desire to do something about the frustration that often characterizes the implementation phase of strategy projects that took me

to SamSari some three years ago, and it's extremely developing to focus on making the value of the developed strategies happen. SamSari mixes business with creativity in a unique way, and I feel extremely proud to lead a company that helps companies implement their strategies using innovative and cost-effective means.

What does the future look like for SamSari?

– 2009 will be a challenging year, considering the financial situation the world is currently in. But with our great team and continued focus on becoming a world leading Change Agency, I'm convinced that this is also a year of opportunities.

How does the crisis manifest itself in your customers?

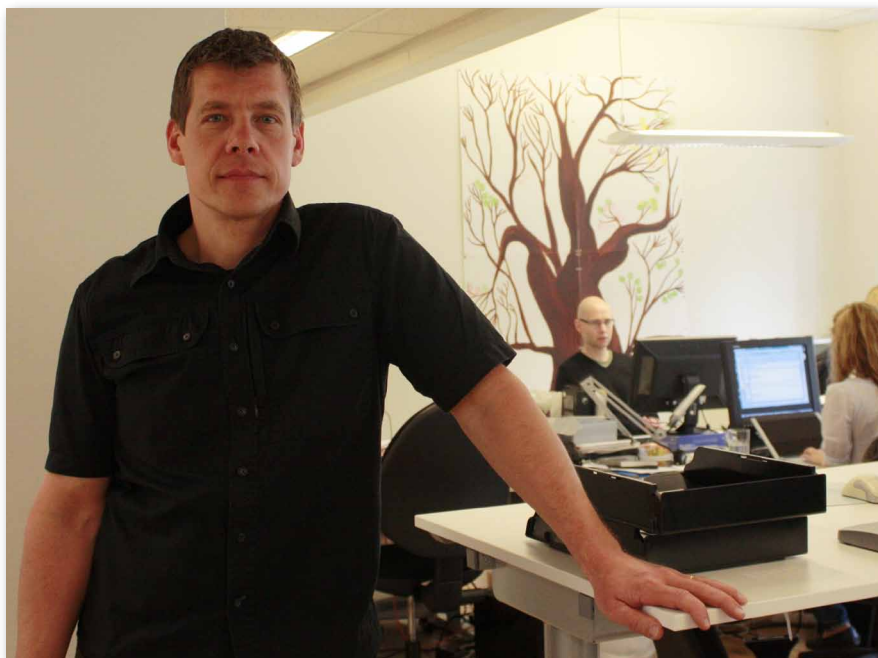
– It is of course a time of radical change for many. But when we meet our customers, we see a continued need for specific tools to handle change in different forms. Innovation, sure. But right now it's important to focus on managing change. The companies that manage the transition

successfully will be the strongest when the economy finally turns.

How can organizations be successful in handling this transition?

– By focusing on change and taking it seriously, putting the time and effort into a good analysis of the degree of readiness in their organization, and following up on it with a program that really addresses the heart of the problem. If attitude is what's slowing change down, the program needs to be capable of changing attitudes. It sounds obvious, but I read recently in Fortune Magazine that only 10% of effectively formulated strategies are implemented successfully... Many studies have focused on why strategies often fail to become reality; the results are interesting and often point to the fact that lack of money seldom is the determining success factor. Rather, a lack of committed leadership throughout the implementation phase is what makes the initiative fail.

– Companies can realize their strategies in a cost-effective way by making use of both technology and the organization's own competencies and driving force. It's essential to identify a relevant message and making use of it. Relevance is key to achieve real and measurable results in a change process. A strong pedagogical framework is important when analyzing the target group,



to be able to find appropriate channels of communicating the message. It is high time that organizations start investing in implementing their strategies, rather than just developing them. At the end of the day, that is what makes the real change.

How do you plan to take SamSari forward?

– It will be important for SamSari to continue to refine and build on our customer offering, and thereby drive our own development. In the same way that we challenge our customers in their change processes, we must also challenge ourselves when it comes to the methods we use to drive behavioral change and monitor results. There are always new methods to learn from, and our willingness to challenge traditional ways of communicating is extremely appreciated by our customers.

Continuous innovation is a key success factor for SamSari in the future. The element of surprise and an emotional connection together leads to greater results, but of course you cannot lose learning or the relevance of what you are doing along the way.