



Readiness-Centred Change (RCC)

A better way to understand organisational change

Opening Problem

Leaders are often asked to deliver change before the organisation is ready to carry it. The strategy may be clear, the need may be urgent, and the intent may be strong, yet progress still slows because the conditions around the work do not support the change being asked of the system.

The Core Insight

Change succeeds or fails because of conditions, not motivation. Organisations behave according to their current structure, not their aspirations, and readiness is a property of the system rather than the individuals within it. RCC gives leaders a clear way to see those conditions before they commit effort, resources, and attention to change.

What RCC Does

RCC helps leaders reveal the conditions shaping behaviour, identify what is helping or hindering change, and see where intervention will have the greatest effect. It moves change from hope to proportion by showing what the organisation can carry, what must be strengthened, and where effort is likely to be wasted.

The Six Conditions That Shape Readiness

- **Direction:** whether people understand the change being asked of the organisation and the reason it matters.
- **Alignment:** whether priorities, decisions, and resources support the same intent.
- **Capacity:** whether the organisation has the time, attention, capability, and bandwidth to act.
- **Confidence:** whether people believe the organisation can move successfully from intent to execution.
- **Coordination:** whether work across teams, functions, and systems can move without avoidable friction.
- **Reinforcement:** whether the organisation sustains the behaviours, decisions, and practices required for change to hold.

What Leaders Gain

- Clarity about what is actually driving behaviour.
- A structured view of the organisation's readiness.
- Insight into where change will be easier, harder, or blocked.
- A practical basis for reducing resistance by addressing conditions.
- A more predictable pathway for transformation.

Why RCC Is Different

RCC focuses on conditions, not people. It makes readiness visible rather than assumed and treats change as a structural phenomenon rather than an emotional response. This gives leaders a clearer basis for action without reducing change to resistance, communication, or engagement alone.

Closing Invitation

RCC gives leaders a clear, structured way to understand readiness and make change succeed.