

Planning for quick wins

Achieving quick wins provides important milestones for people to celebrate and evidence that their effort is worthwhile. It also:

- helps justify the cost and delivers earlier return on investment
- gives change agents credibility
- helps with fine-tuning the vision and strategies
- provides concrete data to support the change ideas.

This is most important for medium to large changes. Smaller changes are unlikely to need to demonstrate quick wins.

Quick wins are successful if they are seen as positive, deliver a measurable benefit to the organisation and are linked to the overall change program.



Instructions for planning and delivering quick wins

[Read how measuring the benefits of change can help you plan and deliver quick wins](#)

How to do it

Quick improvements in performance strengthen the argument for change and make it harder for people to resist. But you cannot assume that early successes will just happen.

1. Plan for quick wins

As you plan the change, consider short term goals and identify possible quick wins.

Consider:

- the use of a pilot where the results demonstrate early success
- a fast, one-step change that aligns with the broader change effort
- looking for examples of desirable values and behaviours, which can be shared.

To stimulate thinking about potential quick wins pose some questions:

- what is the largest source of frustration for our employees?
- what is one change that can be implemented quickly to improve employee satisfaction?
- what should we stop doing?
- what would our employees consider as symbolic or significant?
- what will be highly visible to the majority of employees?

Examples of quick wins:

- two different business units having their first ever joint meeting
- a well-regarded sceptic publicly supporting the change as evidence it is making a difference
- achieving something that previously wouldn't have got off the ground or would have taken a long time
- a quick decision on an issue



- creating a new product
- providing a new report or access to data which was previously unavailable
- a smaller-scale implementation of the change with measurable positive impacts.

2. Celebrate quick wins

Plan to celebrate quick wins because they will only have the desired impact if they generate awareness and build momentum. Think about how employees will be informed, the level of recognition you will provide and how you can thank employees for their role.

Remember, quick wins must be:

- visible
- meaningful
- directly related to the change
- achieved within a short period of time.

