

What If You Could Predict – and Prevent – Most Failures?

Why Do 70%-90% of Business Initiatives Fail?

Across industries, studies consistently show that between 70% and 90% of all new products, growth initiatives, transformations, acquisitions, startups, expansions and innovation efforts fail to achieve their objectives.



THE CONVENTIONAL EXPLANATIONS MAY BE VALID...

Poor Execution	Inadequate Funding	Competitive Pressure	Weak Leadership	Market Conditions	Technology Disruption

BUT THEY DON'T ADEQUATELY EXPLAIN THE PERSISTENCE OF FAILURE



Why do failure rates remain high despite decades of management innovation, process improvement and execution methodologies?



Why do well-funded initiatives fail at nearly the same rate as all the others?



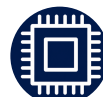
Why do initiatives with little or no competition still fail?



Why do initiatives fail under both strong and weak leadership?



Why do some organizations thrive, and others fail under the same market conditions?



Why do so many failures occur in stable markets with mature technologies?

The explanations may be valid. But if they're sufficient, why do failure rates remain high across industries, geographies, initiative types and decades?
What are we missing?

71% of PE-funded businesses fail
25% of new business fail in year 1
90% of all start-ups fail by year 5

70%-95% of new product launches fail
80% of mergers and acquisitions fail
70% of digital transformations fail

85% of market expansions fail
95% of digital marketing programs fail
99% of social media programs fail

After four decades of research and campaigns, a different possibility emerged...

What if these explanations describe symptoms rather than causes?

What If Failure Begins Long Before Performance Declines?

A Breakthrough in the Understanding and Prevention of Business Failure

ARCHITECTURAL INTEGRITY – INCREASING THE PROBABILITY OF SUCCESS

A detailed analysis of over 400 business initiatives over 15 years revealed:

1. Every market opportunity is an architected structure built on three cornerstones:
 - Products
 - Prospects
 - NeedsWithout all three, there is no opportunity.
2. Business initiatives don't just fail; but they do adapt – as:
 - Customers change
 - Needs change
 - Products evolve
 - Strategies expand
 - Priorities multiply
3. Without a process for maintaining Architectural Integrity, these adaptations can gradually erode alignment with the original opportunity – resulting in the failure of the initiative.



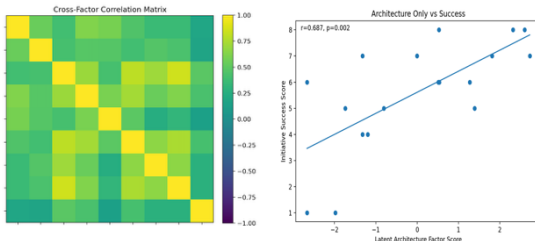
Unlike revenue, profit, pipeline, market share and other rear-facing metrics, architectural deterioration is visible before performance declines.

COMMERCIALIZATION DRIFT:

The gradual loss of alignment between an organization and the structure of the market opportunity it was originally designed to serve – often leading to business failure.

THE BUSINESS INITIATIVE STUDY: PRELIMINARY FINDINGS SUPPORT THE MODEL

The Business Initiative Study was commissioned to determine whether the cornerstones of the MOD architecture – Customer Definition, Needs, Applications, Value Proposition, Positioning, Offering, Market Coherence and Strategic Direction – behave as an integrated architecture, and whether its stability is correlated with – and predictive of – initiative outcome. Preliminary findings suggest:



1. The cornerstones of a Market Opportunity behave as an integrated Architecture
2. Architectural condition is strongly associated with outcome
3. Architectural deterioration is visible before performance declines

Learn More

Commercialization Drift: Why Businesses Fail – and How to Architect Success

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The data now suggests that many failures can be prevented.

And the solution isn't "better execution".