



Failure Rate Statistics

Failure rate for strategic initiatives

The [most quoted statistic is that 50 - 90%](#) of strategic initiatives are failures (for example, [67% in one study](#) and 46% in [another report](#)).

Failure rate for acquisitions

Study after study puts the failure rate of mergers and acquisitions somewhere between 70% and 90%.

Source: [The New M & A Playbook](#), 2011, Clayton Christensen, Richard Alton, Ccurtis Rising, Andrew Waldeek. Harvard Business Review

Responses to disruptions are too late, uncoordinated and off-strategy

Too slowly (29%) + Off-strategy (24%) = 53% combined errors

When asked to name the greatest challenge their companies will face in executing strategy over the next few years, nearly one-third of managers cite difficulties adapting to changing market circumstances. It's not that companies fail to adapt at all: Only one manager in 10 saw that as the problem. But most organizations either react so slowly that they can't seize fleeting opportunities or mitigate emerging threats (29%), or react quickly but lose sight of company strategy (24%).

Source: The Strategic Agility Project at MIT. See [Why Strategy Execution Unravels - and what to do about it](https://hbr.org/2015/03/why-strategy-execution-unravelsand-what-to-do-about-it) <https://hbr.org/2015/03/why-strategy-execution-unravelsand-what-to-do-about-it>, 2015, Donald Sull, Rebecca Homkes, Charles Sull, Harvard Business Review