

CHANGE MANAGEMENT

IS EXECUTION ASSURANCE

FACT:

Leaders must make changes to remain relevant.

FACT:

People do not always react well to change.

Forces of change are constantly pressuring organizations

EXTERNAL
Competition
Economy
Technology
Politics



INTERNAL
Growth
Old Processes
New Products
New Markets

70%

Of change initiatives fail to achieve intended results

but...
"If you do not change direction, you may end up where you are heading."
- Lao Tzu

Need we say more?



Why people fear change

Power
Will the status of individuals or groups be impacted?

Safety
Will jobs be impacted? If so, will employees be treated fairly?

Capacity
Will the change require new knowledge or skills?

Inclusion
Will they be included in the change planning process?

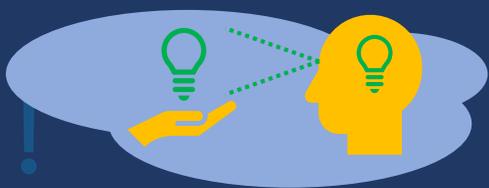
Control
Will decision making authority be impacted?

Leaders must make changes, but ignoring the impact on people introduces a fatal flaw to execution

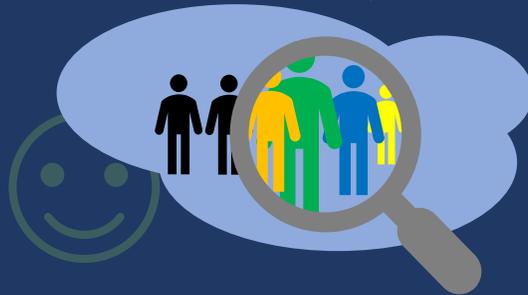
A well-defined change management approach will help leaders overcome natural reluctance to change to achieve their desired result

Initial Assessment

Timing: Change Being Considered



Create a compelling case for change and vision of the future state



Assess the scope of the change by analyzing the impact on all stakeholder groups



Align all leaders on expected outcomes, key assumptions, and financial impact

"It may be hard for an egg to turn into a bird: it would be a jolly sight harder for it to learn to fly while remaining an egg."
- C. S. Lewis

Implementation Planning

Timing: Change Approved

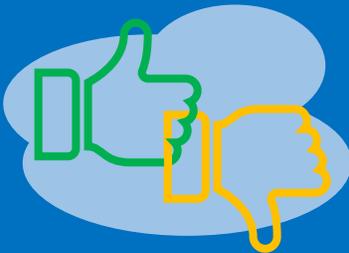


Create a Change Coalition with representation from all stakeholder groups



Design communication plan using existing and new channels

Recruit allies to spread enthusiasm and engage resisters to understand challenges



Provide all employees with the skills needed for the future state

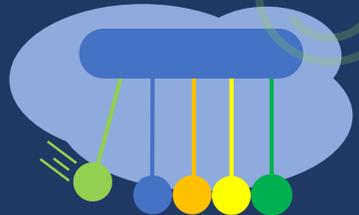
Execution & Results

Timing: Change Implemented



Change Coalition drives sense of urgency

Celebrate short term wins and behavior change



Establish momentum and maintain through communication



Share results vs expectations and added value

"People don't resist change. They resist being changed!"
- Peter Senge

To learn more, contact:

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