

Effective Strategies for Managing Change

Change is Inevitable.....Growth is Optional

Pause and Think...

...of a current or past change in your organization, home or personally or a skill you had to learn.

- Who or what initiated the change process?
- What was your initial reaction?
- Who was involved?
- What was the expected outcome(s)?
- At what points did the change falter?

What is the hardest thing to *do* and *manage* in business





Change

Why do Organizations Need to Change?

- Strategic drift
- Need to adapt to external environment
- Respond to threats for survival
- Respond to opportunities to thrive
- Significant change in the business model

70% of all organizational change projects fail

Why Resist Change?

- Fear and/or Loss
- Mistrust Leadership
- Disagreement on the direction and change
- Generally don't tolerate change well



8 Steps to Leading Change

1. Establish a sense of urgency!
2. Create a guiding team
3. Develop a compelling vision
4. Communicate for buy-in
5. Empower action – remove barriers and roadblocks
6. Create short term wins
7. Don't let up
8. Make change stick

Source: John P. Kotter, *The Heart of Change*, 2002

5 Mistakes to Avoid

1. Change fatigue – Too much – too fast!
2. CEO and top team dictate the change – tell and sell
3. Confusing communications with engagement
4. Believing training, reward and systems enough to implement change and ignore the culture.
5. Not involving multiple groups or departments or the front line.

Source: Strategy+Business, Leading Change Management, 2004

Just to Recap

- Change is inevitable – growth is optional
- Speed of change has increased
- Organizations go through natural change and maturation
- People resist for a reason
- Cannot change people as they choose the different
- Need to know source of resistance
- Change is simple or complex
- Communicate!
- Enlist and engage the culture and the people
- Trust is crucial to leadership and change
- Anyone can be an agent of change or a facilitator of it



@helenMmitchell

helen@strategicmgmtresources.com

or helen@helenmitchell.org

949-690-6033