Taking Charge of Organizational Change

Where We’re Headed  2007 May 30th

Define change
Investigate typical responses to change within people and organizations
Introduce a 3-step model for leading organizational change
A Personal Change Experience

Movement through the change zones

- Steady state-comfort zone
- Interior response- resistance zone
- Research the future- vision zone
- Implement the vision- action zone
An organization’s response to change is identical to an individual’s response to change.

Therefore, an effective change leader will:

- Identify the need for organizational change
- Engage support for the change through effective leadership
- Implement the change through the humans in the organization
Step 1: Identify the need for organizational change

- Understand the environment of change
- Analyze and articulate the “AS IS” state and the “TO BE” state
- Describe the gap between “AS IS” and “TO BE” in clear, simple terms

Step 2: Engage support for the change through effective leadership

- Create a compelling vision for the “TO BE” state
- Choose a strategy to move from the “AS IS” state to the “TO BE” state
- Plan the move
- Ready the organization for the move
- Enlist stakeholder support
- Communicate the strategy and plan
Step 3: Implement the change through the humans in the organization

- Guide people through their emotional responses to change
- Identify and address obstacles and barriers to the change

Finally…

- Remember
  - Change is always personal and emotional
  - Be the change that you seek from others
  - Lead organizational change one person at a time