Change Management

Session Goals & Objectives

- Identify why change is essential
- Identify major areas of change management
- Identify and describe helpful change management models/theories/frameworks
- Apply change management concepts

Session Structure

01

1. Walkthrough of overall change management principles

02

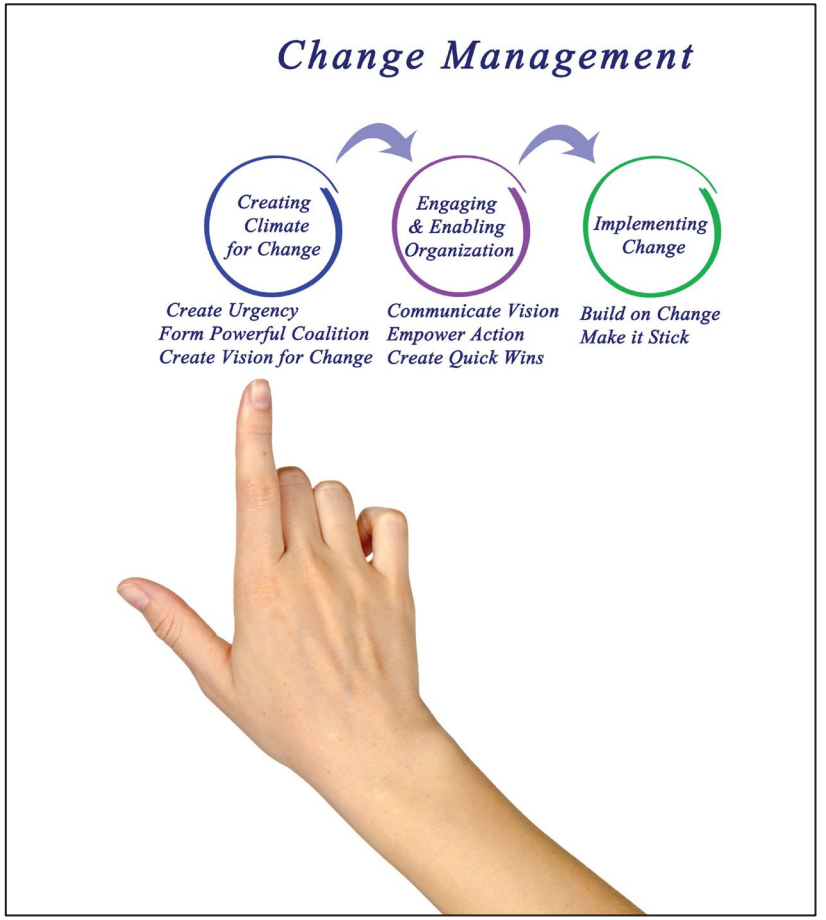
2. Review models and theories that can help your program implement change

03

3. Walk through an example of change management while everyone creates their own!

Why is Change Management Important?

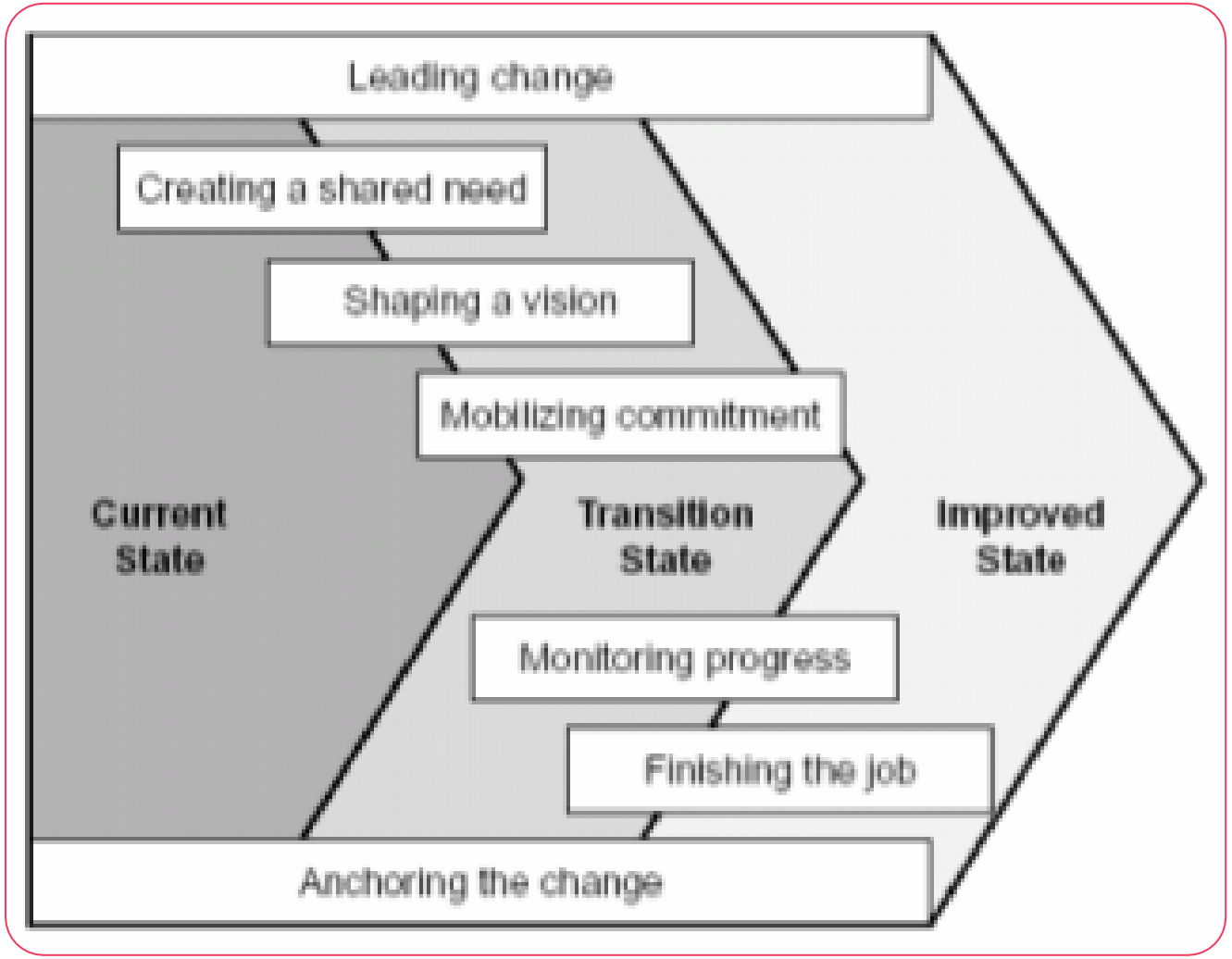
- Continuous market change
- Change in technology and resources
- Continued growth, development, and innovation
- 50% of change unsuccessful



What is Change Management

"Methods and manners in which a company describes and implements change within both its internal and external process"

What Can We Learn From Change Management?



What Does Change Look Like?

Change Management **Process**

1. Request for Change
2. Impact Analysis
3. Approve / Deny
4. Implement Change
5. Review / Reporting

Cascading ownership

1

"Engage the top and lead the change"

Build leadership team
Establish case for change and craft vision
Conduct cultural diagnostic
Build change elements into program design

2

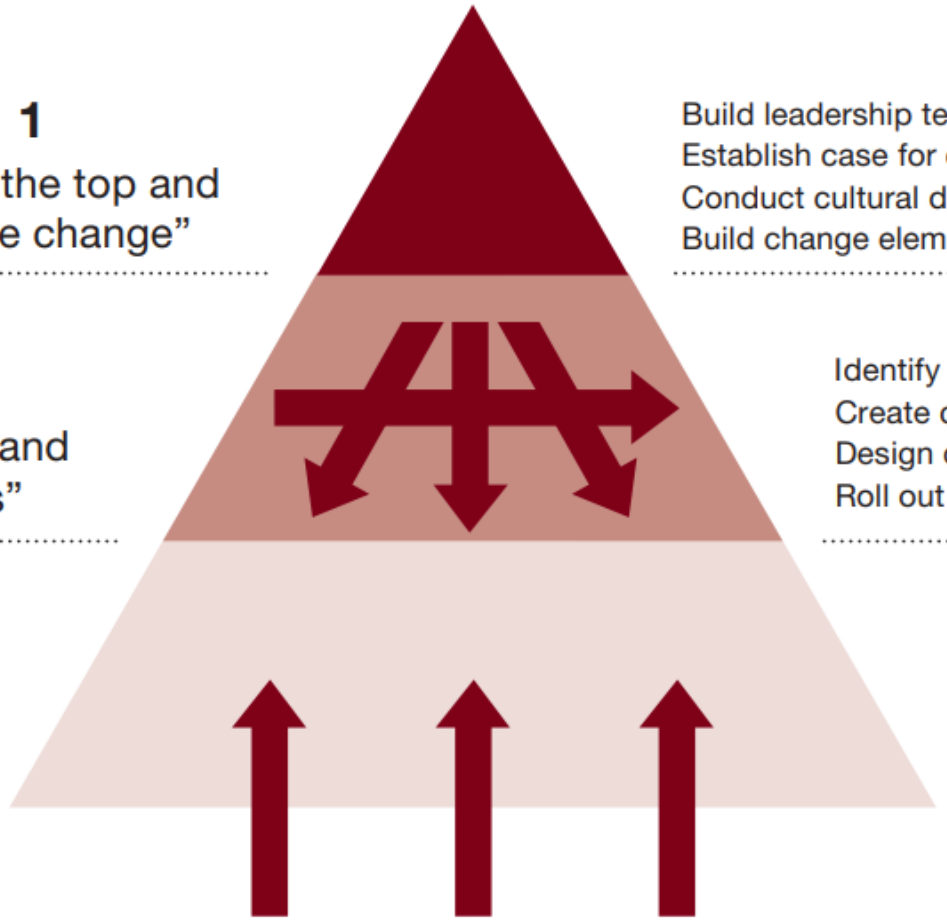
"Cascade down and break barriers"

Identify and empower key change agents
Create cross-functional teams
Design organization-wide change program
Roll out communications plan

3

"Mobilize the basis and create ownership"

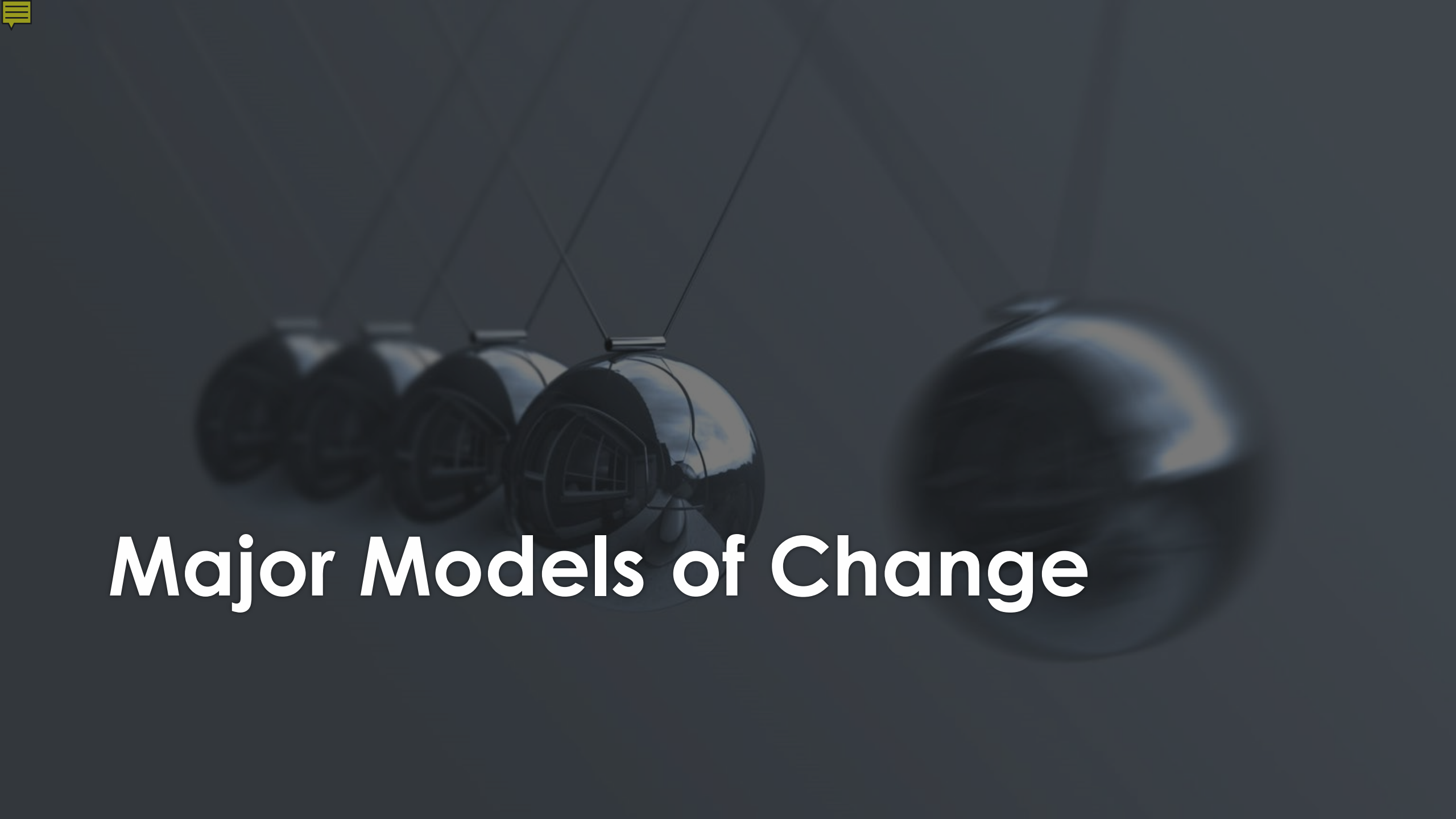
Roll out change program at the base
Measure change
Embrace learning and knowledge sharing
Provide needed training and support
Facilitate bottom-up and top-down communication



Source: Strategy&

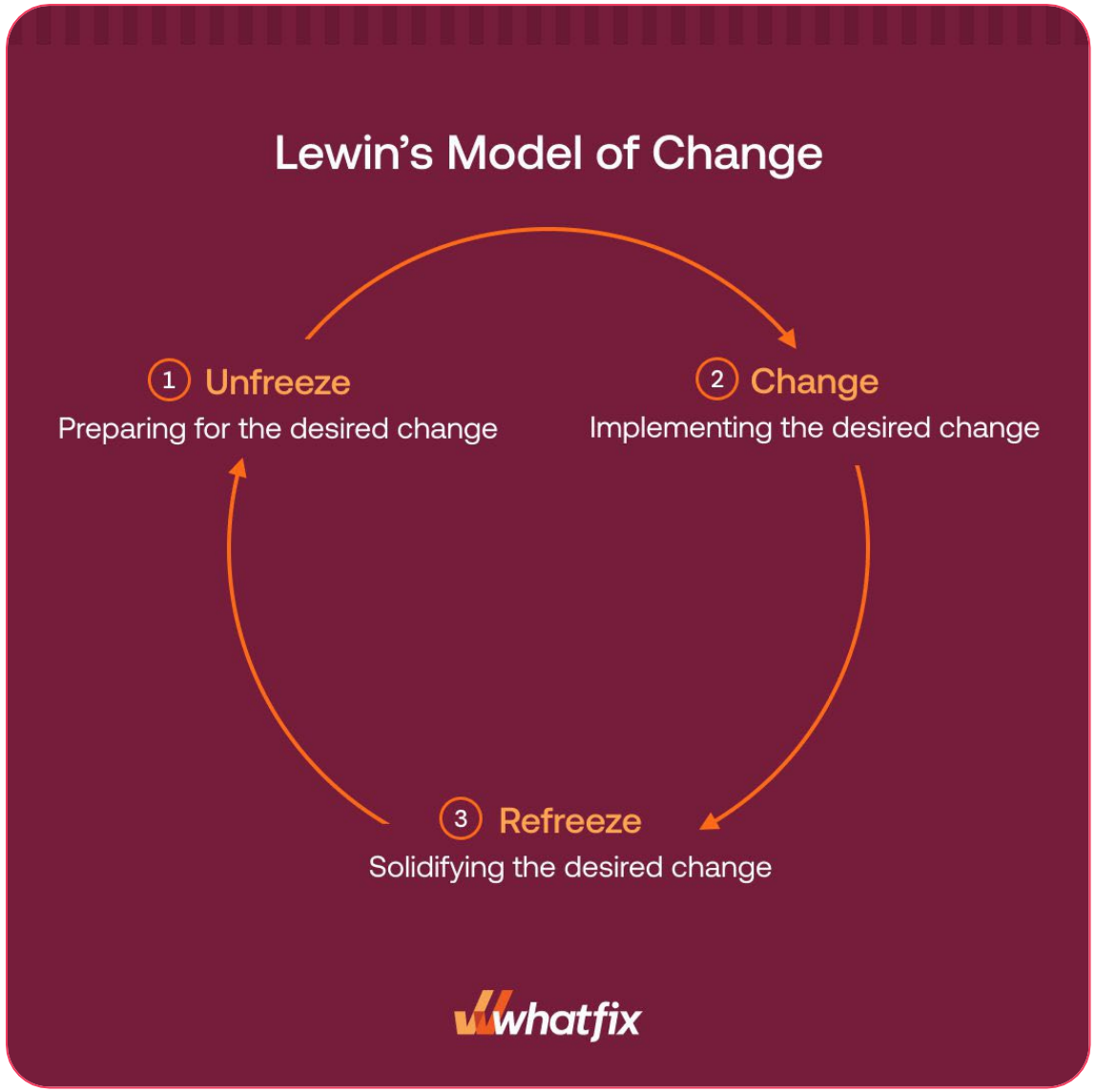
Change Types & Styles

Strategic Transformational	Changes to organizational strategy, structure, systems, processes Heavy planning required Examples – redefine organizational mission, adopt a new software
People-Centric Organizational	Changes for people when interacting with organization Empathy, team motivation, and continued feedback of employees required Examples – new training program, new onboard process
Remedial	Change to address problems Fast response; requires organization to maintain culture of adaptability/ability to accept change
Structural	Organizational structure change Addresses structure to increase efficiency Examples – Mergers, acquisitions, creation of new teams/divisions/departments,



Major Models of Change

Lewin's Change Management Model



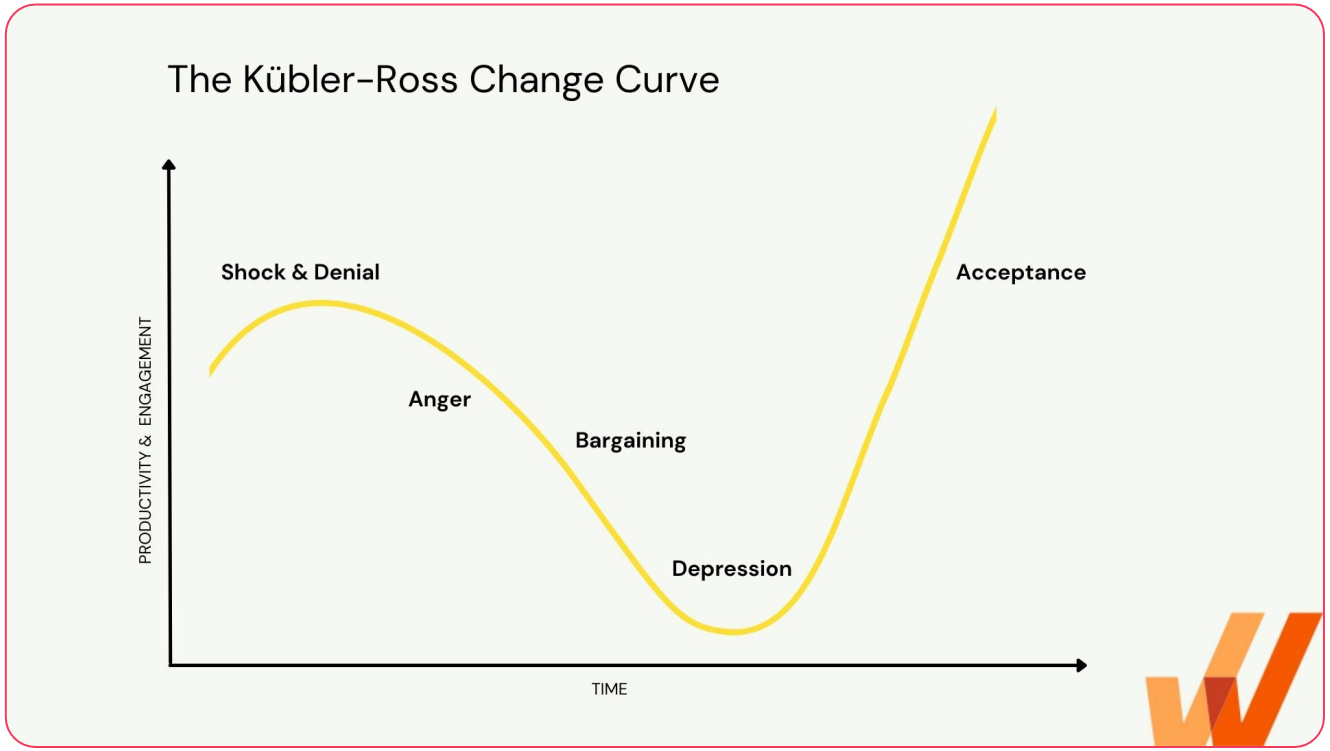
Nudge Theory

7 steps to successfully implement a change with the Nudge Theory.

The ADKAR Change Management Model

Employee Change Experience Models

Kubler-Ross Change Curve

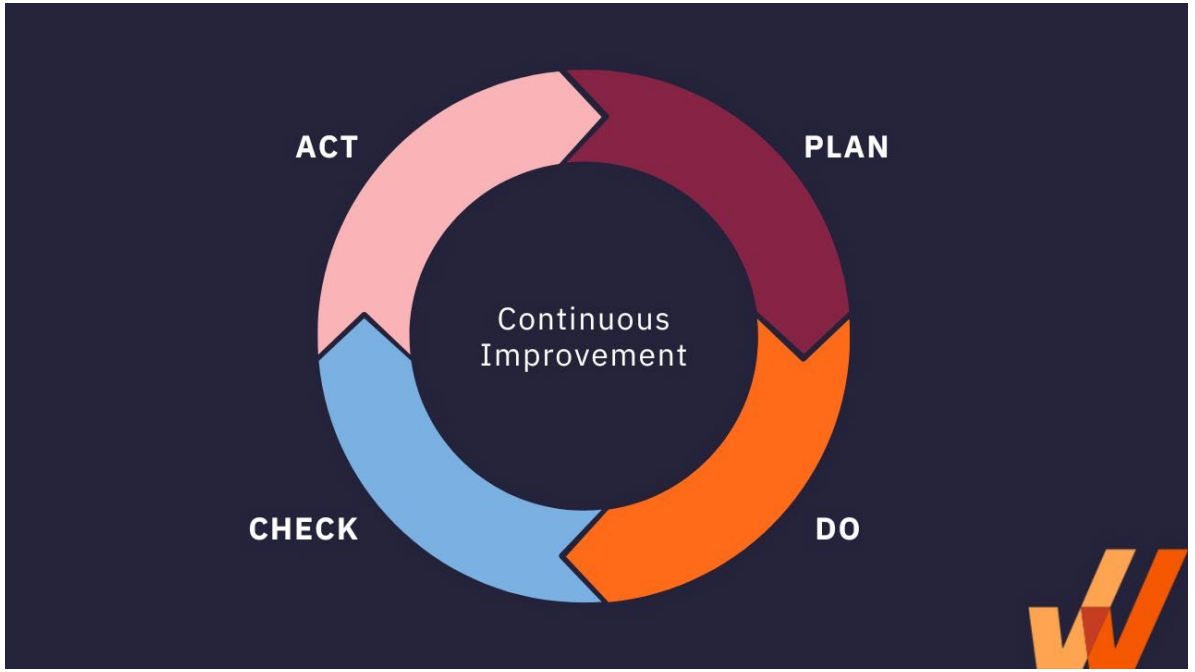


Kotter's 8-Step Change Model

Kotter

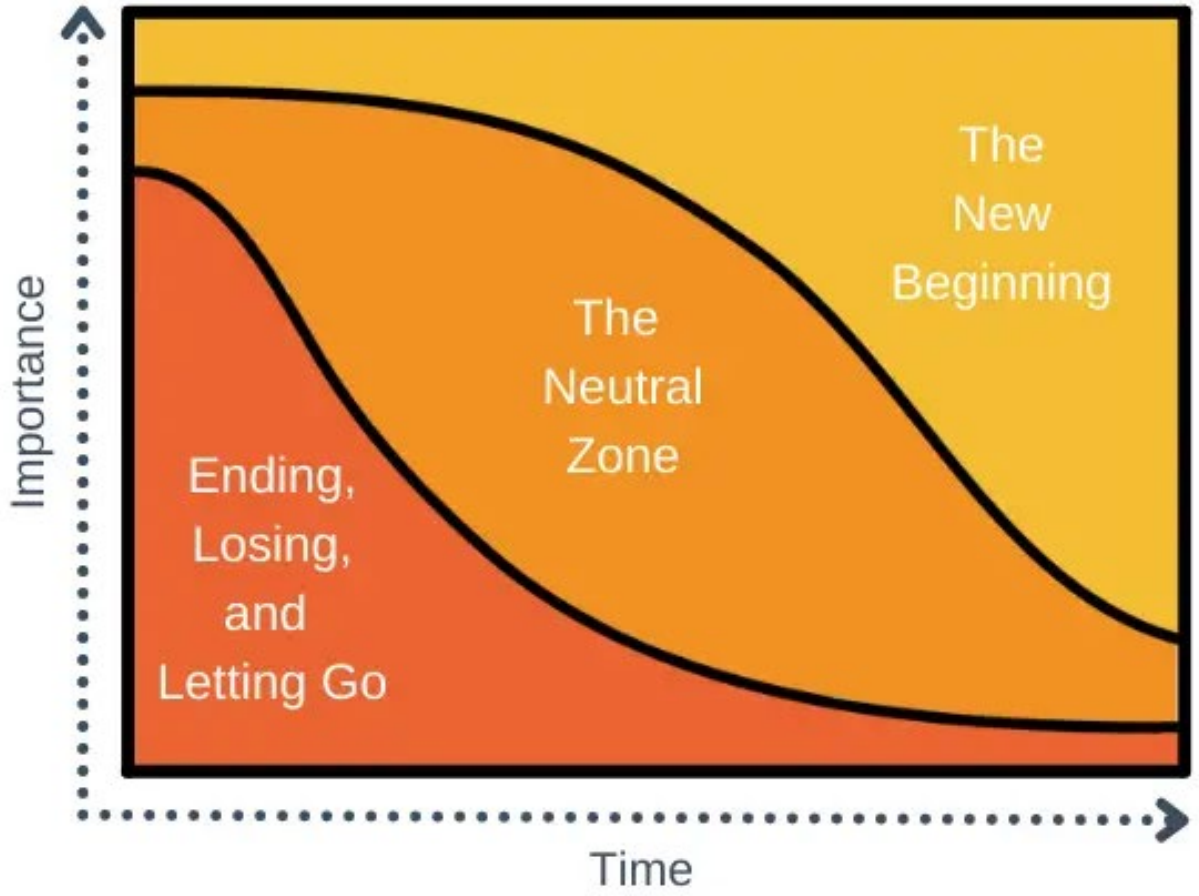
- Develop a vision and strategy
- Establish sense of urgency
- Creating guiding coalition
- Empower broad-based action
- Communicate change vision
- Engrain change into culture
- Generate short-term wins
- Consolidate gains and produce more change

Deming Cycle



Maurer's 3 Levels of Resistance and Change Model

Bridges Transition Model



Thank You

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