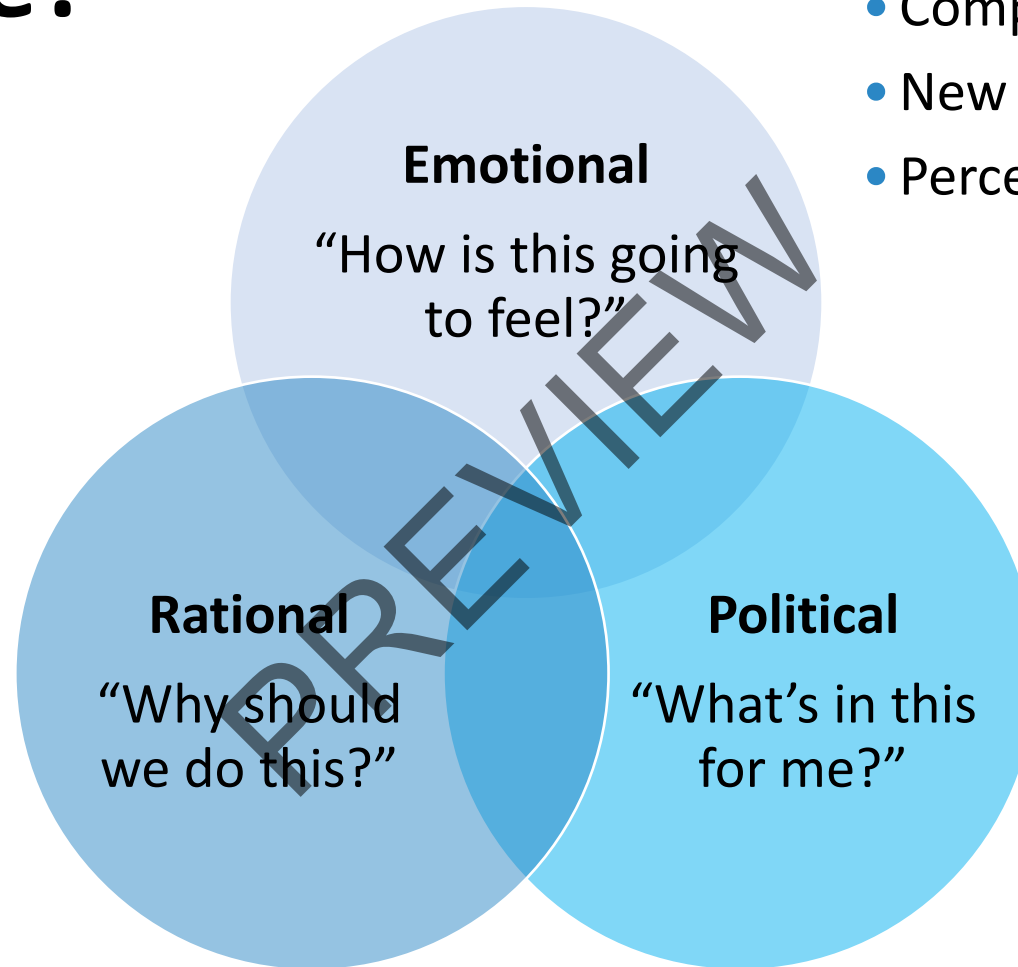

Leading and Managing Change



Why change?

- Business case
- Market forces
- Best practices



- Effort required
- Competency
- New skills needed
- Perceived losses

- Position
- Status
- Income



“Why Change?” Exercise

The Business Case Study

- Break out into 3 groups.
- You are the communication group of a large US based company of 5,000 employees.
- We’re in 2008, and the recession has hit our business particularly hard.
- You just learned that the BOD approved your CEO’s request to freeze the company’s 401K match for the foreseeable future.
- This tough decision is being done in lieu of company-wide layoffs.

Your assignment:

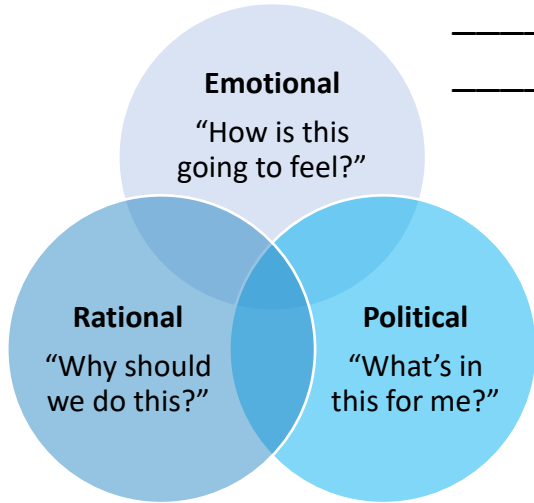
1. You’ll be assigned a category.
2. On a flip chart, create a list of communication bullets for your focus area.



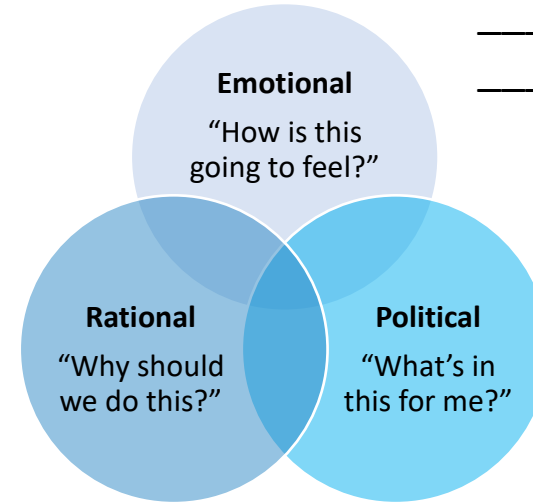
Why Change Exercise



Personal Change



Business Change



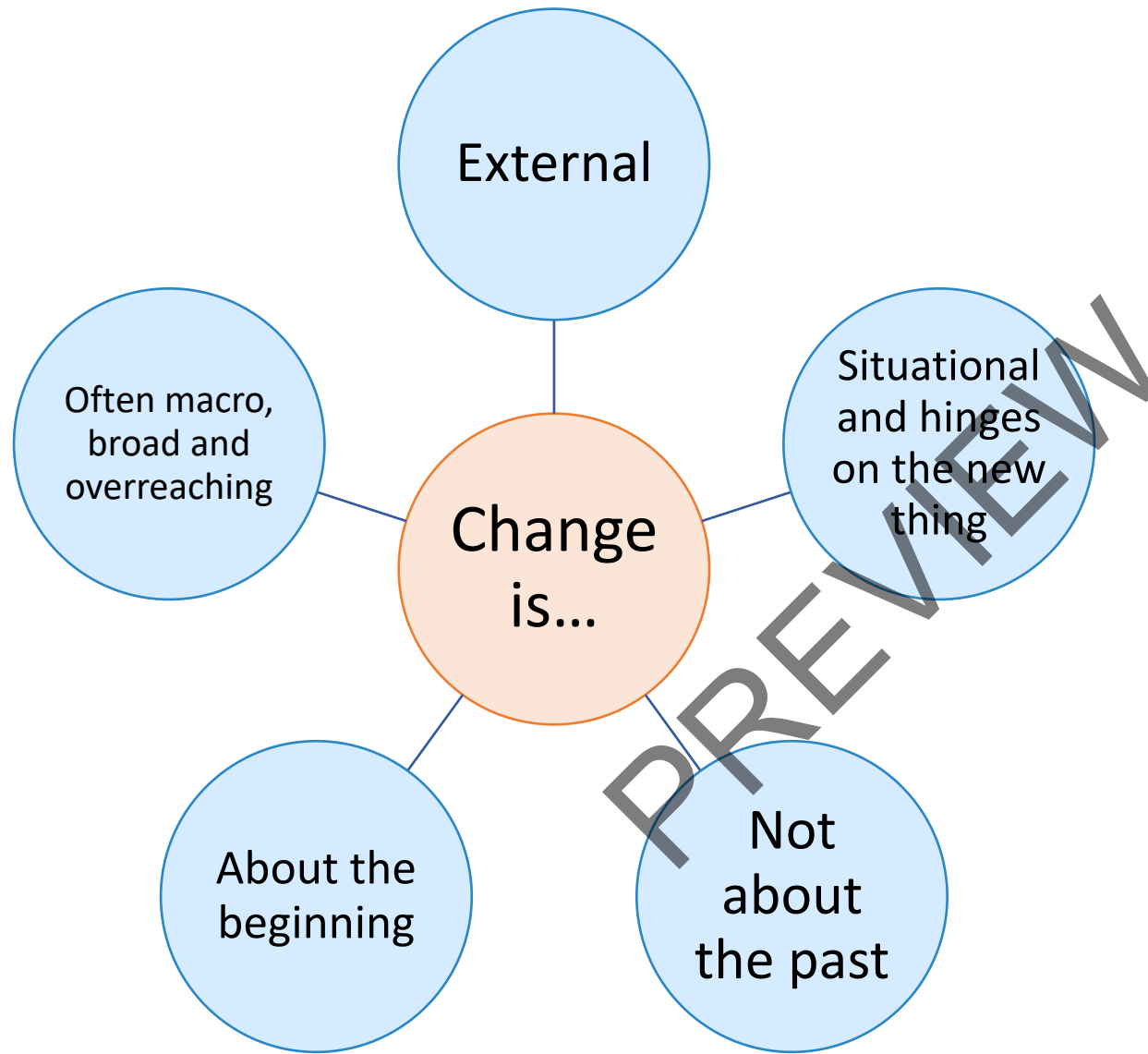
PREVIEW



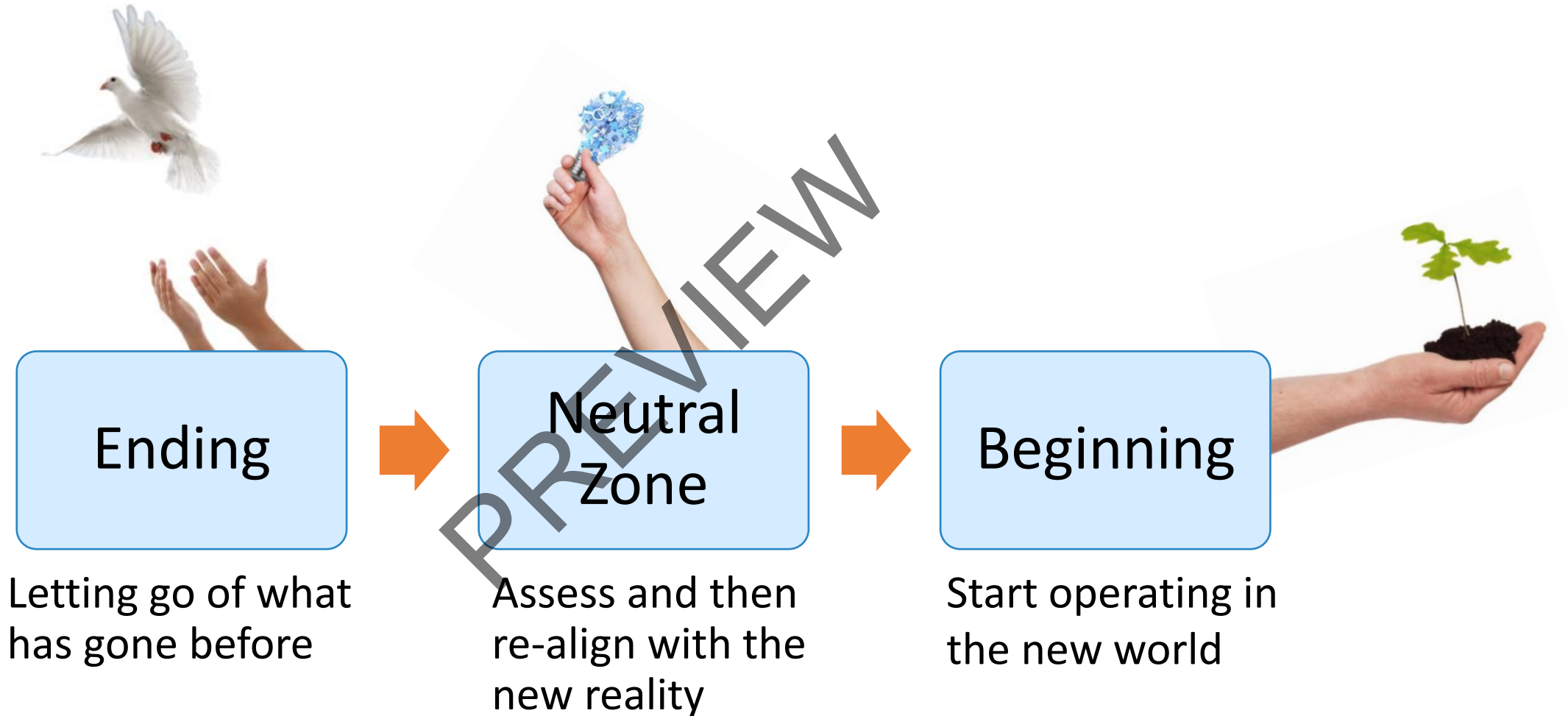
Change vs. Transition

PREVIEW

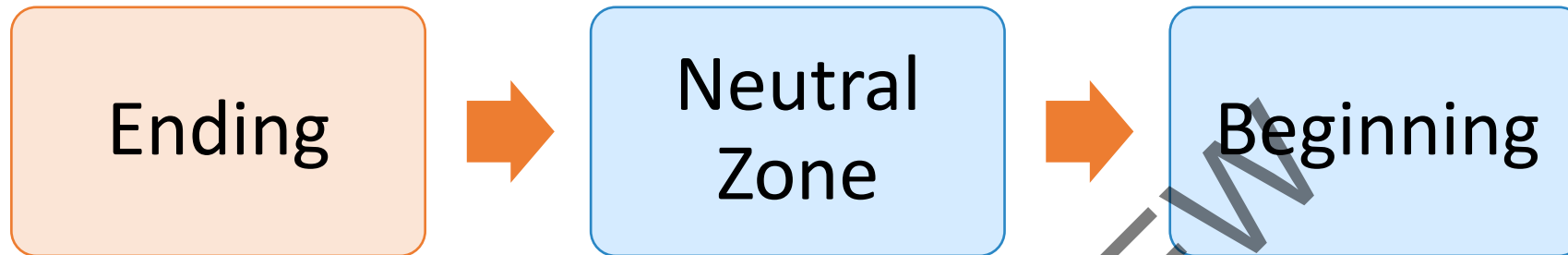




Predictable Stages of Transition



Predictable Stages of Transition: ENDING

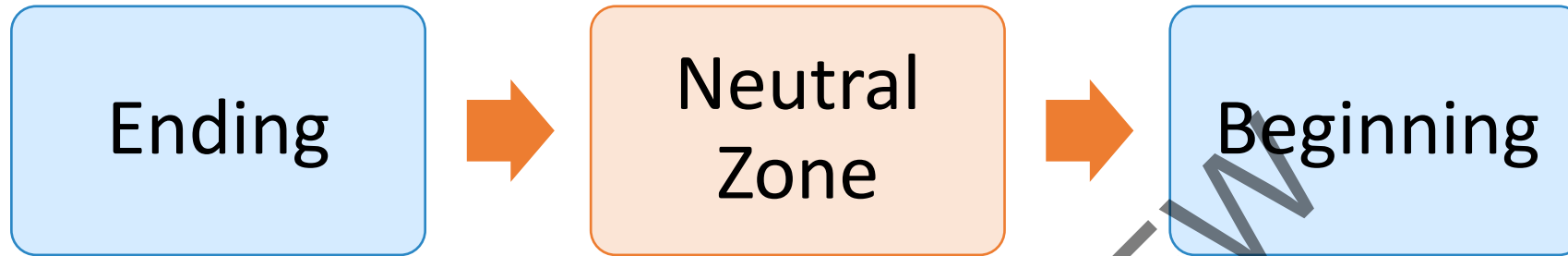


- Identify who's losing what
- Define what's over AND what's not
- Acknowledge the losses openly & sympathetically
- Expect and accept signs of grieving

- Mark the endings (rituals, symbols)
- Treat the past with respect
- Let people take part of the old with them
- Communicate, etc.



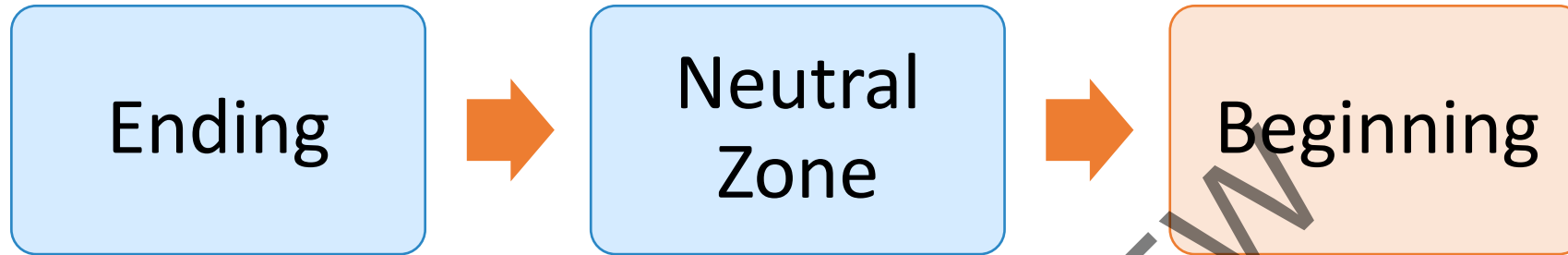
Predictable Stages of Transition: NEUTRAL ZONE



- Set realistic goals and expectations
- Support, encourage, recognize experiments and innovations; reward effort



Predictable Stages of Transition: BEGINNING



- Be enthusiastic
- Ensure quick successes
- Communicate the change is here
- Celebrate success

