

Change Management

The Severance Group, LLC

January 2007

Change Management

■ Skills and Strategies

- ◆ Be Proactive
 - ◆ Identify the plan from initial communication to execution and implementation
 - ◆ Anticipate Q&A's and create tangible "take away"
- ◆ Be Concise and Refined
 - ◆ Only provide the level of detail you feel is appropriate for EACH audience within an organization; however, don't oversimplify
- ◆ Be Prepared
 - ◆ Role Play, Prepare Scripts, Identify timelines and anticipate obstacles
- ◆ Have Focus on the Success NOT on the Challenges
- ◆ Be Empathetic
 - ◆ Change is difficult for EVERYONE!

Change Management

■ Skills and Strategies

- ◆ Engage a GREAT communicator for the message
 - ◆ Over Communicate throughout the entire process
 - ◆ Recognize that most will make the change all about THEM
 - ◆ Repetition
 - ◆ Allow for OPEN Dialogue – it will foster great questions
 - ◆ Create Focus groups with participants from various levels
 - ◆ Publish Minutes of Focus Group Meetings
- ◆ Focus on How the change affects the POSITION not the person
 - ◆ Make the change about the business and the benefits
- ◆ Create Change “Champions”
 - ◆ Must be ADVOCATES, LEADERS and good communicators
 - ◆ Involve All levels from Staff to President
- ◆ Welcome Criticism – the credibility of the change may be at stake!

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■ Skills and Strategies

- ◆ Hold the PROCESS Accountable
 - ◆ Set Milestones, Goals and Objectives for the implementation of the “Change”
 - ◆ Do whatever Possible to stay the course
 - ◆ Embrace Opportunities
 - ◆ If modifications need to be made to the “Change - Plan”
 - Warehouse Changes into groups relative to how they are communicated
 - Be a SOLUTION FINDER not a “Problem Identifier”
 - If there is too much variation from the communicated plan, too often, the Plan loses credibility
 - ◆ Be prepared for FALLOUT
 - Know there will be detractors and combat the negative office gossip with INFORMATION
 - Possibly make the potential Detractor a Change Champion

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■ Skills and Strategies

If an Organization is Downsizing or Restructuring:

- ◆ Be as Open as possible relative to the Changes and Ramifications
- ◆ Communicate the Methodology, Benefits and Enhancements to the Business
 - ◆ If they buy into the process and “up-side” the transition time is expedited
- ◆ Explain in as much detail as possible – Why the organization is making the change?
 - ◆ Discuss:
 - Financial Benefits
 - Historical Job Utilization
 - Repetition / Redundancy of Job Functions
 - Technology
- ◆ HAVE FUN WITH THE PROCESS - CHANGE IS GOOD!

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■ Related Training Exercises

- ◆ Role Playing
- ◆ Script writing
- ◆ Public Relations (internal and external)
- ◆ Available Documentation

■ Case examples for the group?

- ◆ Office Relocation after 20 years in operation
- ◆ New Partnership or Leadership

■ Q&A