Increase Your Change-Ability

<table>
<thead>
<tr>
<th>Tension</th>
<th>Transformation</th>
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<tbody>
<tr>
<td>Obsolescence</td>
<td>Complacence</td>
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Change Catalysts

- Customer needs and expectations
- Organizational strategies and priorities
- Competition for market share
- Regulation and reform
- Pressure to reduce costs and increase revenue
- Advancements in technology
- The race to innovation
- Limited resources

The Stages of Change

1. Denial
2. Resistance
3. Exploration
4. Commitment
# Milestones of Change

## 1. Focus on the Facts
- Identify the stakes and the stakeholders.
- Use thoughtful communication. What stays? What goes? What is expected of me? Why are we doing this?
- Turn your objections into questions.

## 2. Empower Yourself and Others
- Acknowledge the endings and feelings.
- Guard your focus carefully. Focus on the elements you can influence, impact and control.
- Give and ask for support.

## 3. Find Possibility
- Shorten up goals — create fast wins and establish clear priorities.
- Involve people to create buy in.
- Connect the dots intentionally. How does this change connect to the long-term strategy?

## 4. Leverage Opportunity
- Make progress visible and results obvious.
- Slow down to speed up. Use reflective thinking to deconstruct successes and setbacks.
- Celebrate and tell the change story.