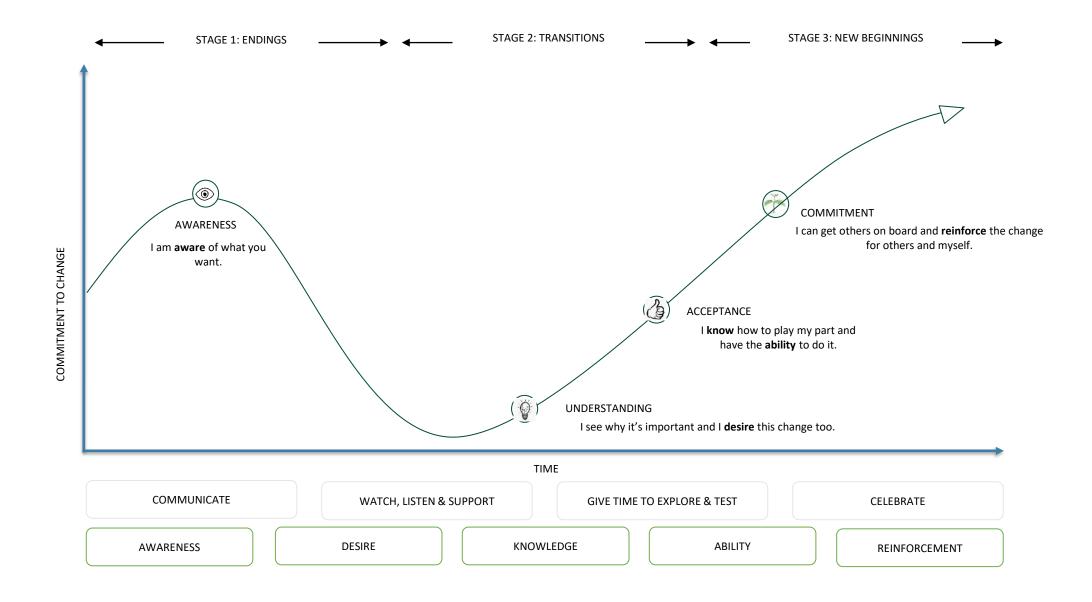


• Source: Strativity and Harvard Business Review: *Business Change: From Disruptor to Differentiator.* 2019

Kurt Lewin	John Kotter	Prosci
Unfreeze	Create Urgency	Prepare Approach
	Form a Powerful Coalition	
	Create a Vision for Change	
	Communicate the Vision	
Change	Remove Obstacles	Manage Change
	Create Short-Term Wins	
	Build on the Change	Sustain Outcomes
Re-freeze	Anchor the Change in Corporate Culture	



# THE ABCD'S OF SPONSORSHIP = LEADING CONTRIBUTOR TO SUCCESS

Active and visible participation. Build a coalition. Communicate support and commitment to promote the change. Demonstrate their investment in the change throughout the lifecycle of the project.

#### COMMUNICATE, COMMUNICATE, COMMUNICATE

Repeat messages 5-7 times. Emphasize the WIIFM. Enable two-way communication. Words and actions need to be consistent. Be honest and transparent.

#### 96% OF EMPLOYEE RESISTANCE IS AVOIDABLE

Anticipate resistance by group or location. Forecast how front-line employees may react. Consider the organization's history. Leverage key influencers.

# MATCH THE CHANGE MANAGEMENT APPROACH TO THE CHANGE & CULTURE

The size/scope of the project will influence how robust the change management strategy and execution will be. Different value systems must be managed differently as well and will influence the approach taken.

### **USE KPI'S TO TRACK PROGRESS**

Identify KPI's early. Test KPI reporting early to ensure data is feasible to obtain. Determine impactful tracking frequency. Use to help the project team understand adoption progress.

## **RECOGNIZE WINS**

:≡

Not everyone loves attention. But everyone likes to be appreciated. Recognize great work and effort in ways recipients will feel comfortable and valued. Share success stories and celebrate quick wins.