



Leading Change and Transformation

Program Overview

“Culture eats strategy for lunch” is a well-known axiom that refers to the importance of cultural acceptance of change. In fact, according to various independent research studies, between 60% to 90% of change initiatives fail because leaders focus solely on the quality of a proposed solution and not on developing a strategy for engaging stakeholders.

As indicated by the equation $S \times E = T$, it's the quality of the proposed Solution (S) multiplied by the degree of stakeholder support and Engagement (E) in implementing that solution that determines the potential success of a Transformation (T) effort. Great solutions alone are not enough to facilitate lasting change.

Successful leaders understand stakeholder needs and concerns, identify resistance, and increase their acceptance of the change and engagement in making it happen.

Understanding change as a process and recognizing the “people” related issues associated with a change effort will accelerate successful transformation.

Through this session, participants will learn a framework for leading successful change and transformation in challenging and dynamic times.

Program Objectives

Participants will be able to:

1. Describe the distinction between change and transition and the 3 phases of transition.
2. Identify the key stakeholders in a specific change effort, and assess their level of support.
3. Accurately assess the needs, concerns and motivators of each stakeholder.
4. Effectively communicate the rationale for change – from the stakeholder’s perspective
5. Develop a clear and succinct “elevator speech” to communicate the change vision.