



Stories of Change

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Outline

- Practice examples from transformation programmes
- UK and globally
- Emphasis on some key elements of the transformation process, blocks and problem solving
- Building Community & Momentum
- Anecdotes and Stories
- It's a 'Serving Suggestion, not a Recipe'

Elements

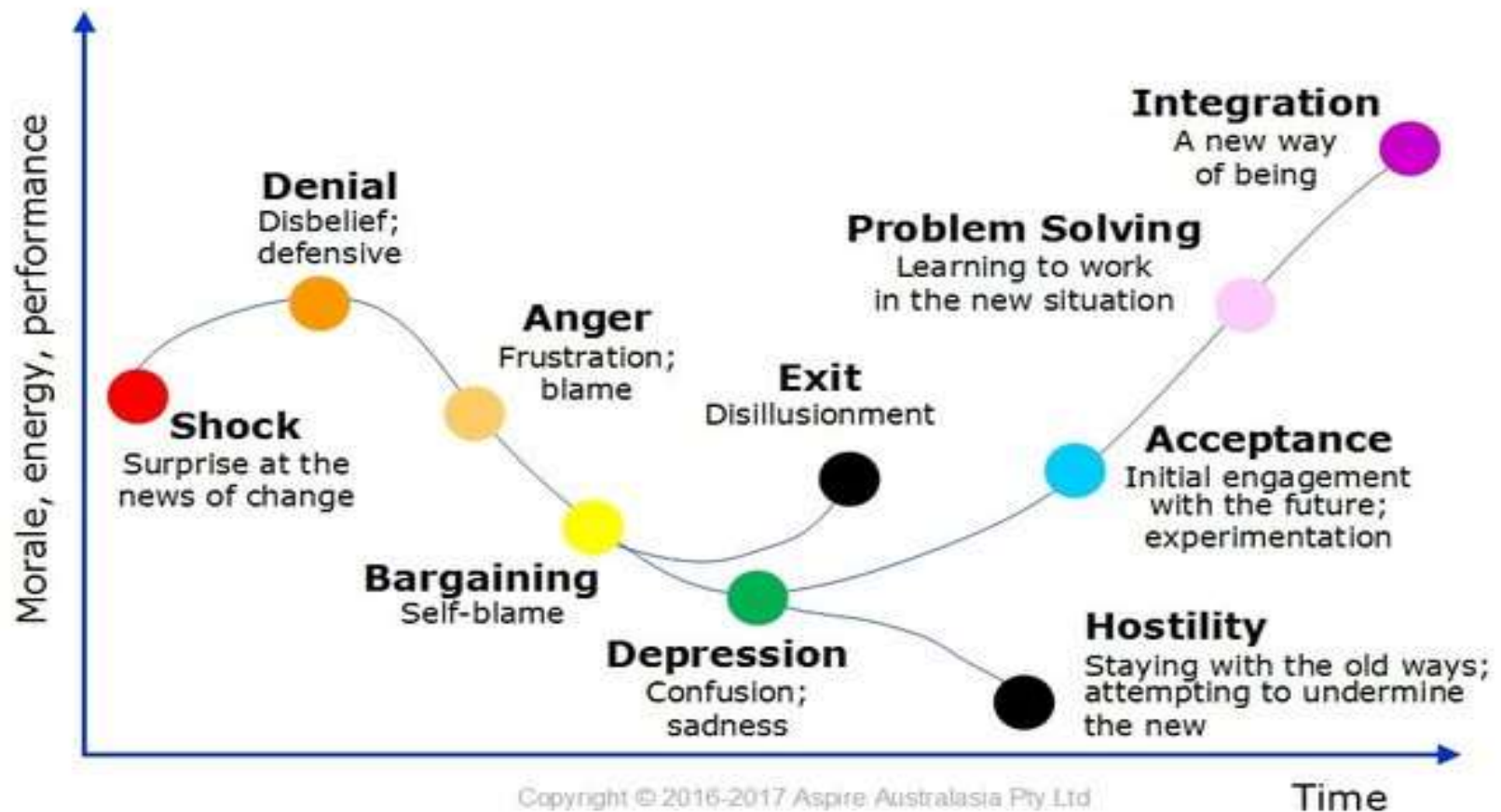
- The Strategy Process
- Change & why its so difficult & how to embed
- Culture
- Communication
- Cohesion and Splitting
- Team Development & Coaching
- Implementation

The Strategy Process

- Vision through to Implementation – consistency, before, during & after
- Leaders & Followers
- Local Interpretation
- It's dry... find ways to make it live!
- Engage

Change

- Why is change so difficult to make and sustain?



Change as a Cultural Idea

- What do we mean by Culture?
- Why does Change affect us so strongly?
- How should we deal with blockers?
- Some Change Rules
 - Period of adjustment
 - Well shared reason for change
 - No exceptions in implementation
- Benefits
 - Publicise and focus on benefits that will happen
 - Make it personal
 - Refer to the new process only
 - Tell the story of the good outcome

Communication

- What should your Comms be involved in
- When?
 - What stages
- How?
 - As a unifying thread in any organisation
 - Truth
 - Creating and perpetuating your narrative
 - Telling all your stories

People

- Hierarchies and Behaviours
- Splitting
- Building and Sustaining cohesion
- Psychological Contract and HR Policies
- Learning & Development (PD, WP, SP etc)

Change Implementation

- Piloting
- Review Period
- Readiness
- 'go live'
- sell benefits
- Keep to your Change Rules!!!

Questions & Discussion