



CONVENTION
Tallinn 2019

Long Term Development
Change Management

*„The definition of insanity is
doing the same thing over and over,
and expecting different results.”*

Albert Einstein

How do we / do you react to Change?

SHOCKED

IN DENIAL

RESIST

DEPRESSED

RELIEVED

POSITIVE

EXCITED

UNDERSTANDING

SAD

ACCEPTING

ANGRY

ENERGISED

?

„The difficulty is NOT developing new ideas but escaping the old ones.“

J.M. Keynes

*„There are risks and consequences associated with action.
But they are not as the risks and consequences
of long term non action.“*

John F Kennedy

*„The problem is not that we fail,
it is that we don't risk failing enough.“*

Phil Knight, NIKE

WHY do Change Initiatives fail?

- Lack of commitment / desire
- Pace of change
- Lack of momentum – (need for quick wins)
- NOT dealing with resistance
- Doing too much at once
- Lack of urgency
- Lack of a clear vision
- Under estimating emotional impact
- Poor communication

Framework for Change



1. Setting effective performance goals which really engage people
2. Developing an effective strategy to maximise impact on these goals
3. Leading change and overcoming resistance
4. Leading implementation

Leading Implementation

- Base your implementation on insight and best practice
- Review often to maintain focus, build momentum and facilitate learning
- Be sure to ‘coach’ peers in moving forward with you and your ideas
- Coaching will involve reviewing each other on the implantation of change areas or performance goals

Communicating Change



→ *WHO*

→ *WHY*

→ *HOW*

→ *WHEN*