

Change Management

Steven Maley

Brief Introduction into Change Management



CHANGE

Definition

- Change

The act or instance of making or becoming different

- Management

The process of dealing with or controlling things or people

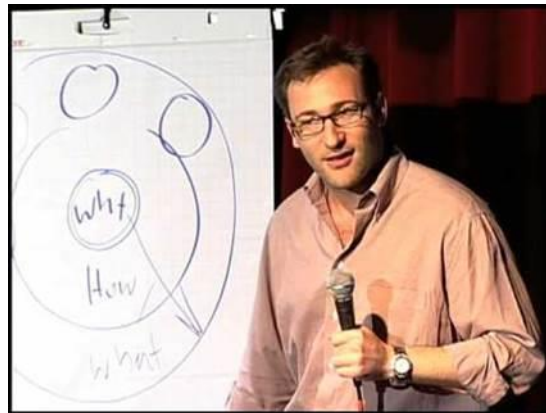
- Change Management

The process of dealing with or controlling the act or instance of making or becoming different

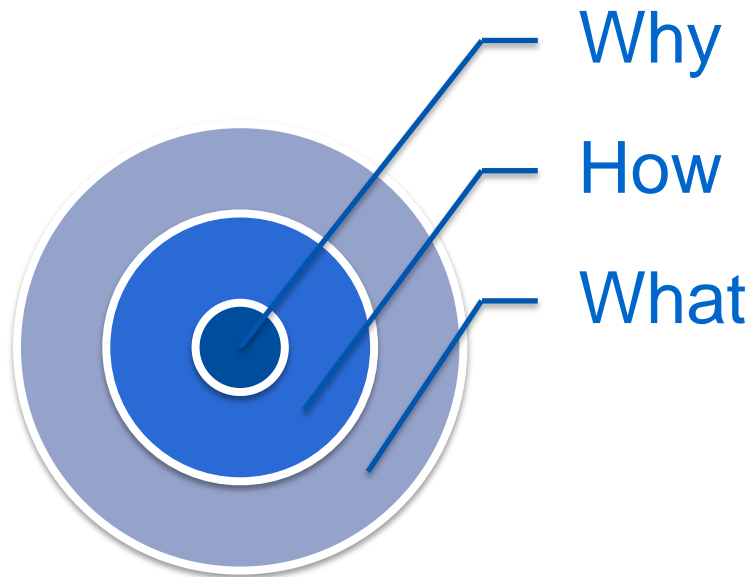
Agenda

- Maximize Effectiveness of Change
- Manage Impact of Change
- Influence Mindset on Change

Simon Sinek



Change Management's Golden Circle



What is the need for the change?

- Threats & Opportunities

What behaviors are required?

- More of / Less of

What's the end game?

- Visioning

The Problem of “Resistance”

What you see... The Symptoms

Low motivation
Pessimism
Skepticism
No response
Denial

Buzz increases
Productivity drops
Missed commitments
Minimum effort

Fear of job loss

Fear of loss of status

Conflict of interests

Lack of communication

Power struggles at the top

Feel out of control

Genuine misunderstanding

Threat to authority

Perception of illegitimate authority

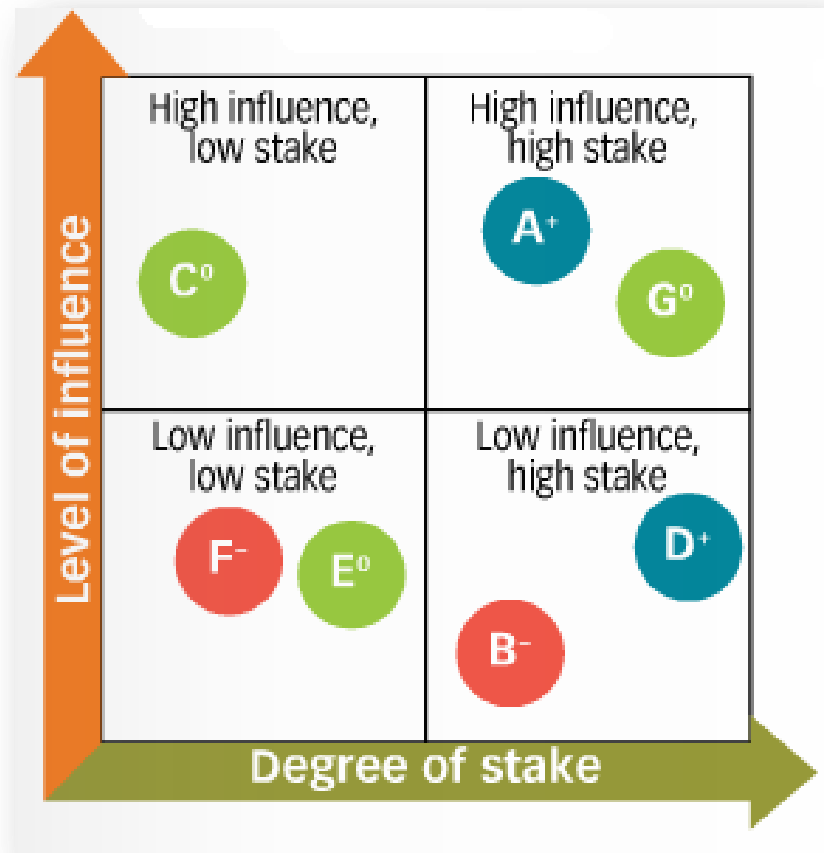
Overuse of hammer approach

What you don't... The Root Cause

Resistance is Feedback...Look Beneath the Surface

Stakeholder Management

- Affected creating lasting change
- Engagement requires continued:
 - Identification
 - Communication
 - Risk planning
 - Collaboration

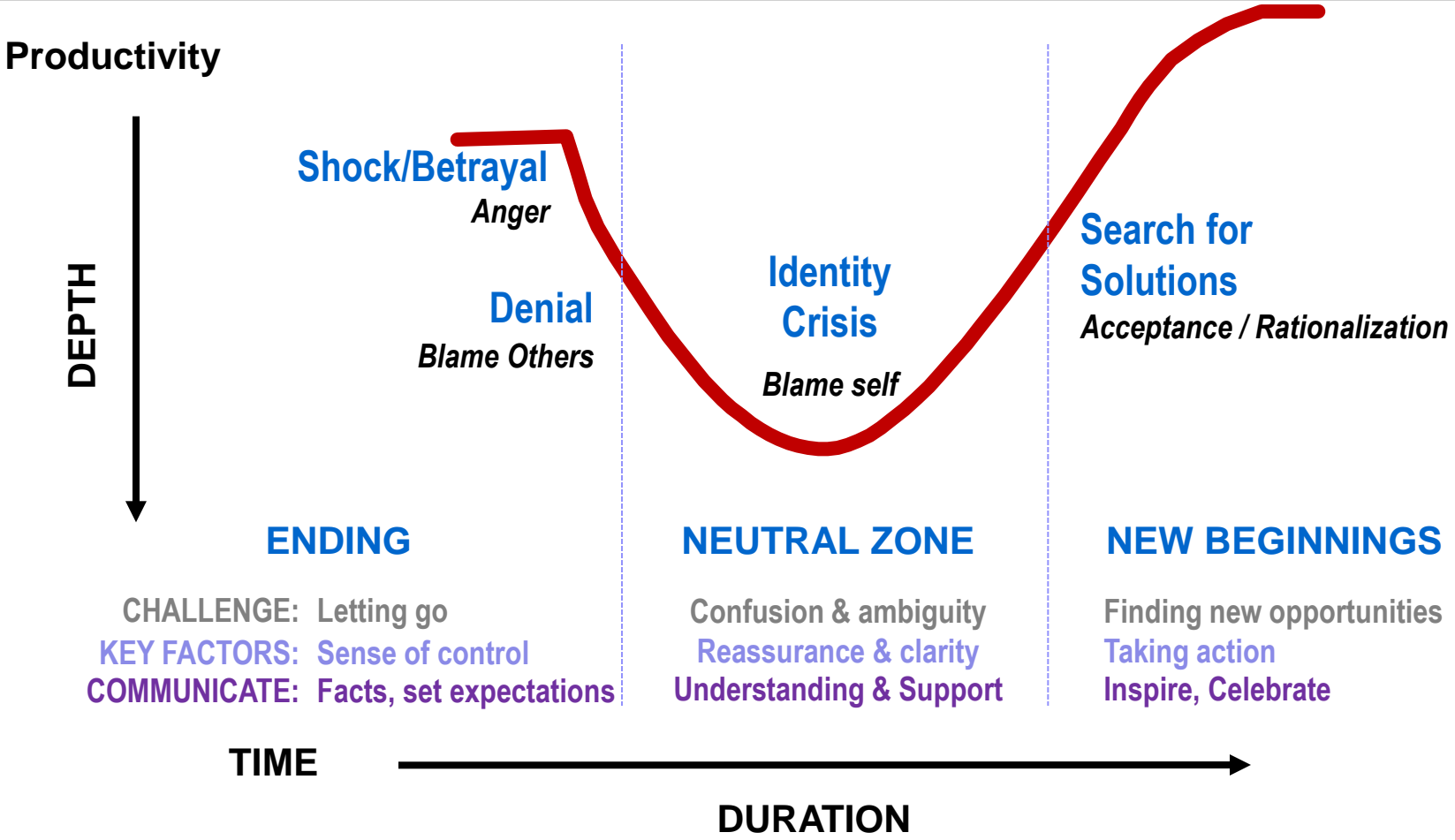


Inattention Brings Failure

Apollo Robbins



Change Curve



Change is a Form of Loss, and Loss Needs to be Grieved

Addressing Distress

Emotion	Behavior	Need
Anger	Over Controls	Recognition of Work
	Pushes Beliefs	Conviction
Blame Others	Find Fault	Contact
	Manipulates	Incidence
Blame Self	Confusion	Solitude
	Makes Mistakes	Recognition of Person

Invite People Out of Distress Addressing Their Need, Not Behavior

Summary

- Maximize Effectiveness of Change

*They don't buy what you do,
they buy why you do it*

- Manage Impact of Change

*Look beneath the surface of resistance
and understand the concerns of the
people involved*

- Influence Mindset on Change

*Invite people out of distress
by helping get their needs met*

Questions

Thank you!



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