



OVERVIEW

This hands-on one-day workshop is designed for leaders who will be designing and leading a change initiative.

By the end of this workshop participants will be able to:

- Describe the seven levers in designing and leading a large-scale change
- Articulate the leadership behaviors critical to drive change
- Articulate the importance of trust when engaging others in a change process
- Verbalize the need for change with a sense of urgency in order to overcome organizational complacency
- Communicate the change in a manner that engages both the head and the heart
- Recruit a guiding coalition necessary to drive the change
- Define the key components of effective organizational communication
- Demonstrate an understanding of the importance of intrinsic motivation in making change occur
- Identify the importance of strategies to improve level of involvement in leading change
- Evaluate the impact of short-term wins on a change effort

PROGRAM FLOW: KEY CONTENT AREAS

Welcome

- Introduction, Learning Objectives
- Leadership 1.0 – 2.0

Introduction to Seven Key Levers

- Sense of Urgency
- Creating a Coalition
- Vision and Passion
- Communicate Clearly
- Engage and Involve
- Optimize the Impact
- Sustain Success
- Activity: What Do We Do Well/Less Well

Building Trust

- Change With and Without Trust
- Character, Connection and Competence

Sense of Urgency

- Trouble or Opportunity
- Balancing Risk Language with Optimism

Vision

- Not the What or the How but the Why
- Link to Strategy

Guiding Coalition

- Formal or Informal Power
- Stakeholder Mapping

Communicate Clearly

- Principles — TLC
- Emotion vs. Intellectual Needs
- Frequency and Type

Engage and Involve

- Power of Engagement
- Engagement Scenarios/Consequences

Optimize the Impact

- Start, Stop and Continue
- Amount and Frequency
- Tapping into Core Motivations

Sustain Success

- Short-Term Wins and Progress
- Celebrating Success

Workshop Close