

THE PROCESS OF SUCCESSFUL CHANGE

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FOR ATTENDEES AT NTI 2019 – "C" GROUP
UNIVERSITY OF MICHIGAN
BASED ON "OUR ICEBERG IS MELTING", BY JOHN KOTTER

SET THE STAGE

*Change is inevitable, but
transformation is by choice.*



*HELP OTHERS SEE THE NEED FOR CHANGE
AND THE IMPORTANCE OF ACTING
IMMEDIATELY...*

CREATE A SENSE OF URGENCY



*DEVELOP MORE AND MORE ENERGY
DEDICATED TO ACTION.*

CREATE A SENSE OF URGENCY



**"Of course we'll make a decision ...
once we have considered the 5243 factors."**

PULL TOGETHER THE GUIDING TEAM

*The strength of the team is
each individual member.
The strength of each member
is the team. (Phil Jackson)*

THE GROUP GUIDING THE CHANGE MUST BE POWERFUL --- LEADERSHIP SKILLS, CREDIBILITY, COMMUNICATIONS SKILLS, AUTHORITY, ANALYTICAL SKILLS, POSSESSING A SENSE OF URGENCY.

PULL TOGETHER THE GUIDING TEAM

DECIDE WHAT TO DO

- Develop your Change Vision and Strategy
- Clarify how the future will differ from the past
- And, clearly communicate how you/this Change Vision can make the future a reality

*WHAT WOULD BE THE EQUIVALENT OF “BEING FREE” OR
BECOMING EXPLORERS, FOUNDERS, OR CREATORS OF
SOMETHING NEW, SOMETHING BETTER, A “NEW
LEGACY” ATTRACTING NEW AND FUTURE LEADERSHIP –
GROWING EXPONENTIALLY*

DECIDE WHAT TO DO

*DO YOU HAVE A CREDIBLE PATH TO ACHIEVE THE
NEW CHANGE/GOAL*

*IS THERE A “GUIDE” OR A “ROLE MODEL” FROM
WHICH TO LEARN OR PATTERN YOUR ACTION*

DECIDE WHAT TO DO

[illegible]

DO WE HAVE COMMUNICATION TACTICS LIKE “TOWN HALLS”?

ARE THERE ENOUGH PARTICIPANTS FROM EVERY RANK OF THE ORGANIZATION HELPING COMMUNICATE THE MESSAGE?

MAKE IT HAPPEN

MAKE IT HAPPEN

- **Empower others to act**
- **Remove barriers so those who want to make the vision a reality can do so**
- **Encourage others to remove barriers and make true innovation happen**

*FIND THE “PLANNERS” & “SCOUTS” WHO BELIEVE IN THE
VISION & WANT TO MAKE IT REALITY*

IS CLEAR WHERE WE WANT AND NEED THEIR HELP

*DO WE HAVE A PLAN TO DEAL WITH “CRYING
KINDERGARTENERS” AND “NEGATIVE NIELS/NELLIES”*

MAKE IT HAPPEN

MAKE IT HAPPEN

- **Produce “short-term” wins**
- **Create visible, unambiguous successes as soon as possible – something that makes today better than yesterday and tomorrow better than today**
- **When feasible, communicate and celebrate these “wins”**

HAVE WE GIVEN THE PLANNERS AND SCOUTS A "FIRST GOAL" THEY CAN REACH FAST ENOUGH TO "WIN" THE SKEPTICS

CAN WE ORGANIZE A "CELEBRATION" TO RECOGNIZE CONTRIBUTIONS OF "HEROES" - CELEBRATING PROGRESS

MAKE IT HAPPEN

**Good things
come to
those
who wait...**



**...greater
things
come to
those who
get off
their ass...**

**...and do anything to make it
happen!**

MAKE IT HAPPEN

- **Don't let up**
- **Press harder and faster after the first successes**
- **Be *relentless* with initiating change after change until the vision is a reality**

*HAVE WE RAISED THE BAR FOR THE NEXT WAVE OF
PLANNERS AND SCOUTS?*

*WHICH MEETINGS/PROGRAMS ARE NO LONGER NEEDED
AND CAN BE CANCELLED, SO WE DON'T EXHAUST
OURSELVES OR "BURN-OUT" ?*

WHAT ELSE CAN WE DO TO KEEP MOMENTUM GOING?

MAKE IT HAPPEN

MAKE IT STICK

- **Create a NEW Culture**
- **Hold on to the new ways of conducting business**
- **Make sure they succeed until they are strong enough to replace old, “disfunctional” traditions**
- **Always adapting to a faster changing world**

*ARE WE PUTTING THOSE WHO HELPED MAKE CHANGE
HAPPEN IN LEADERSHIP ROLES?*

HAVE THE PLANNERS AND SCOUTS BEEN REWARDED?

*HOW DO WE “INSTITUTIONALIZE” CHANGE (LIKE
ADDING “PLANNING” & “SCOUTING” TO OUR TRAINING)*

MAKE IT STICK

