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# GROWING FORWARD

Strategies Coach for Your Business & Your Life

# You Can be a CHANGE AGENT

PRESENTED BY PAUL CASEY

# You Can Be A Change Agent

## THE PRIORITY OF A LEADER AS CHANGE AGENT:

A \_\_\_\_\_ is “a grave with the ends knocked out.”

\_\_\_\_\_ rarely comes without change.

## 4 TRAPS:

- 1.
- 2.
- 3.
- 4.

“Change is the currency of \_\_\_\_\_.” –anonymous

“Leaders always \_\_\_\_\_ change in an organization, not the followers.”

--John Maxwell



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5 traits that leaders must possess if they are to be successful in leading change  
(Leading in a Culture of Change, Michael Fullan):

1. Moral \_\_\_\_\_
2. \_\_\_\_\_ change
3. \_\_\_\_\_-building
4. \_\_\_\_\_ creation and sharing
5. \_\_\_\_\_

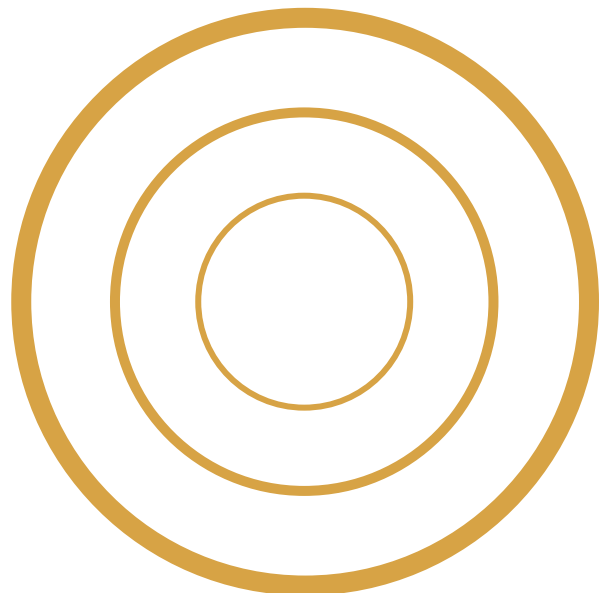
## 2 SIDES OF CHANGE

1. The \_\_\_\_\_ side of change:
2. The \_\_\_\_\_ side of change:  
(Enlightened Leadership, Ed Oakley/Doug Krug)

After developing the vision and strategies, consider the \_\_\_\_\_ and these:

## 9 SOFT-SKILL CHANGE STRATEGIES

1. Take the time to examine the \_\_\_\_\_  
of the innovations on  
everyone involved “through their eyes”.
2. Gain buy-in from someone with a  
strong track record with years of  
experience in the  
organization to be a  
\_\_\_\_\_  
\_\_\_\_\_.



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3. Enlist the \_\_\_\_\_ (10-15% of the group) as your allies; once you convince these natural leaders on your team to accept the change, they will help “sell” it to other members.

“Change has a \_\_\_\_\_ effect; it is systemic.” -McLeskey/Waldron  
When the influencers make \_\_\_\_\_ changes, move forward.

4. Identify like-minded \_\_\_\_\_ - \_\_\_\_\_.

Malcolm Gladwell in *The Tipping Point* describes 3 types:

- \_\_\_\_\_: people truly connected and have the social gift for connecting people.
- \_\_\_\_\_: share information because they are motivated to educate and help
- \_\_\_\_\_: give subtle messages and unspoken nonverbal clues

5. Communicate openly to the whole \_\_\_\_\_.

- Create an \_\_\_\_\_ for change. The \_\_\_\_\_ of change must not be perceived as greater than that of staying the same.
- Prepare for the \_\_\_\_\_. Focus on the \_\_\_\_\_ ground: Crucial Conversations tips
- Break up change into bite-size \_\_\_\_\_. Too much change too fast \_\_\_\_\_ change—and kills you!
- Explain the \_\_\_\_\_ system. “Change must be supported from both the \_\_\_\_\_ and the bottom” Three times people change (Maxwell): When they:
  - ↗ \_\_\_\_\_ enough to have to
  - ↗ \_\_\_\_\_ enough to want to
  - ↗ \_\_\_\_\_ enough to be able to
- Keep the \_\_\_\_\_ in front of the team.

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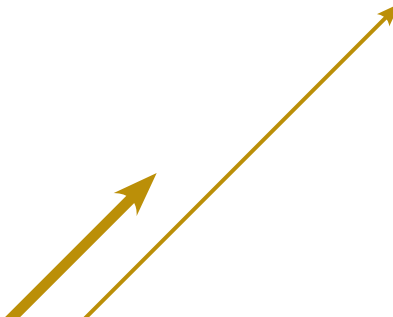
6. “Generate short-term \_\_\_\_\_” (John Kotter, Leading Change) and \_\_\_\_\_ those who are aligning with the change.
7. Don’t ignore the \_\_\_\_\_... but don’t let them sidetrack change efforts. You are eligible to change my view once you first demonstrate you \_\_\_\_\_ my view.

## EVERETT ROGERS Fusion of Innovations

5 categories of responders to change

1. \_\_\_\_\_ idea-people that see change and run with it; adventuresome; bright; learning from other fields %
2. Early \_\_\_\_\_ build successful system for new idea to flourish %
3. Early \_\_\_\_\_ deliberate, look to opinion leaders in the group to gauge the effectiveness of the idea %
4. \_\_\_\_\_ majority see that everyone else is doing it; followers %
5. \_\_\_\_\_ determined not to adopt anything new %

## RESISTANCE TO CHANGE: COMMON EMOTIONAL STAGES

1. \_\_\_\_\_: “I don’t see a need for a change.” “I am not concerned about it.”
  2. \_\_\_\_\_: “I’m being told to change after all the good effort I’ve been giving.”
  3. \_\_\_\_\_: “If I just change \_\_\_\_\_, is that enough to satisfy you?”
  4. \_\_\_\_\_: “Maybe I need to move on if this is what it’s gonna be like.”
  5. \_\_\_\_\_: “I’m on board.”
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## RESISTANCE WILL BE LESS IF:

(by Goodwin Watson)

### 6 STAGES IN THE ADOPTION OF AN INNOVATION:

1. \_\_\_\_\_ stage: individual is exposed to an innovation, but not knowledgeable about it, nor possessing an interest in finding out more
2. \_\_\_\_\_ stage: individual is developing an interest in finding out more about the innovation, and is beginning to develop positive/negative attitudes about it.
3. \_\_\_\_\_ stage: individual is now actively evaluating the innovation in his own mind as to how he might implement it—and seeking the assessment of those he respects
4. \_\_\_\_\_ stage: individual actually attempts to implement the innovation on a pilot basis to see if it will work in her situation
5. \_\_\_\_\_ stage: individual adopts the innovation and implements it fully
6. \_\_\_\_\_ stage: individual internalizes the innovation in such a way that it becomes a routine part of his behavior or situation
7. “Conduct in-process \_\_\_\_\_.”
8. Keep the \_\_\_\_\_ going with integration. Change will evaporate if not attended to \_\_\_\_\_. Change isn’t cemented until it becomes part of the new \_\_\_\_\_.

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To integrate the change:

- Talk about it in every type of \_\_\_\_\_ you have. Lasting change always requires \_\_\_\_\_ teamwork and dialogue.
- Plug it into every \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_.
- Make an integration \_\_\_\_\_:

Conclusion: “Do not go where the path may lead; go instead where there is no path and  
\_\_\_\_\_” -Ralph Waldo Emerson

# TOP 3 TAKEAWAYS

1.

2.

3.

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