INTRODUCTION

A provocative definition of leadership is that “leaders take us to places we would not naturally have gone ourselves.” If that’s true, leading people from the status quo, through a process of change, to a new destination is at the core of every leader’s role. Also, since it’s not “natural”, one should expect it to be challenging and a constant uphill struggle. For this reason it’s well worth taking time to think through the process of change and be able to take targeted action to improve our chances of success.

KEY CONCEPTS

- Change Research → Quality x Acceptance = Effectiveness (Q x A = E)
QUESTIONS

1. What important changes are you leading? How would you rate “acceptance”?
2. How can you use the “chain of change” proactively to create a “change management plan”?
3. What feedback are you hearing from your followers (diagnostic)? Where should you focus your efforts (action plan)?

ADDITIONAL RESOURCES

- “Leading Change” (John P. Kotter, HBRS)
- General Electric (GE) CAP – Change Acceleration Process
- Change Leadership (Class, BlueInc Strategies, LLC)