United Way of Greater St. Louis

MEMBER AGENCY
STRATEGIC TRANSITION PLANNING SERIES

Session #6 Overview – Change Management

November 8, 2018 | 9:00 a.m. – noon | Marissa Q. Paine

CHANGE MANAGEMENT

Studies show that 50-70% of organizational change efforts fail. As you work to strengthen your agency's performance and impact, it is likely changes will be made in how the agency is structured, how it operates, which services it provides and/or even who leads the agency to ensure future success. In this workshop, the presenter will provide best practices, templates and tools that you can use immediately to prepare for, effectively manage and reinforce agency future change efforts.

Special Instructions: Have in mind a specific change initiative to optimize tools & templates presented during the session.

Target Audience: Board Officers, Executive Directors and other organizational leaders managing change. Recommendation: two leadership team members attend together.

Learning Objectives:

- Participants will advance learning about defining the strategic imperative for your change initiative
- Participants will better understand how to assess organizational readiness and risks associated with the change
- Participants will gain insight about building an effective change management team
- Participants will increase knowledge of the essential components of a change management plan

Key Concepts:

- Change Management Models (Prosci, Kotter, Lewin etc.)
- The Change Curve
- ADKAR (Awareness, Desire, Knowledge, Ability & Reinforcement) Outcomes
- Change Management Plan

Concept Application/Small Group Exercises: Participants will: review grid sharing models for commonalities and differences; participate in experiential activity, emphasizing their experiences with the change curve; and use a case study to apply ADKAR.

Racial Equity Lens Application:

Assessments will include examination of different types of power present in the organization and how best to manage these dynamics in the creation of the change management plan. Resistance management strategies will include the importance of evaluating privilege, inequities and power dynamics.

Major Take-Aways by Participants: (1) Focus on the people (vs project) side of change (e.g. include people in the change, pay attention to those impacted, deal with resistance, focus on emotions, help people navigate); (2) Formalizing the change process; and (3) The framework, models & tools and how to implement change.

Key Concepts in Common with Other Sessions: Session #5 Contingency Planning, #7 Innovation & #13 Operationalizing the Plan

To Learn More:

Prosci; Harvard Business Review
Kotter's 8-Steps-for-Accelerating-Change-eBook or Bridge's book, Managing Transitions

About the Presenter:

Marissa Q. Paine is founder and principal of Painefree Coaching & Consulting, a leadership & organizational effectiveness company providing coaching, training, facilitation and change management consulting services that build better leaders, stronger Boards and teams and more effective organizations with fewer people problems. A corporate executive turned social worker, Marissa brings 20+ years of corporate, nonprofit, education and faith-based experience to her practice, serving numerous nonprofits in the St. Louis region. She is a sought-after speaker, trainer & facilitator known for her light-hearted ability to connect with her audience & "take the pain" out of challenging topics.