Blanchard®
Leadership
Solutions

*Expand involvement.
Improve buy-in.
Develop leadership
capabilities.*

Common Changes

- Major technology implementations
- Process improvement initiatives
- Mergers and acquisitions
- Reorganization/realignment
- New products/new markets

Leading People Through Change®

Achieve Desired Change and Enhance Business Performance.

Organizational change is a fact of business life. New opportunities, new products, and new business initiatives are exciting moments that signal change and disruption. Most of these change efforts require significant adjustments in how large numbers of people get work done. Leaders need the buy-in and commitment of the people who are being asked to change.

Change is never easy. Roughly 70% of change efforts fail or are derailed. Failure of an organizational change can lead to destructive outcomes, such as low productivity and morale, unmet expectations, wasted time and money, and increased employee turnover.

Our research and real-world experience have shown that people go through predictable stages of concern during change. In addition, most change efforts are unsuccessful for predictable reasons. This predictability allows leaders to be proactive and minimize the risks associated with change.

Leading People Through Change® teaches leaders how to identify and address the typical questions that employees raise during a change, as well as how to use the appropriate change strategy and corresponding behaviors to resolve concerns. These change strategies are used to address the most common causes of failure in an organization and to adapt to the predictable stages of concern. The model that is presented in this program can be applied to all types of change efforts, including mergers and acquisitions, business process reengineering, sales force expansion, and technology implementations.

LEARNING OUTCOMES

When leaders know the concerns people have regarding a change and the reasons why a change typically fails, they can employ a series of strategies and tactics to overcome obstacles. By using the change model that is taught in this program, organizations can expect the following results:

- Positive effects on productivity and morale
- Increased "capacity to change" and an adaptive environment where change is effectively implemented on an ongoing basis
- More buy-in and less time to achieve the desired performance
- The development of business-wide change leadership capabilities

The Leading People Through Change Model is both diagnostic (teaching leaders to recognize the stages of concern) and prescriptive (guiding them to select the appropriate change strategies). Participants learn that different people are going to be in different stages of concern throughout a change process, and therefore they should adjust their behavior based on the situation. The program uses a computer simulation as a tool for participants to learn about the interacting factors that affect a change. The simulation generates dialogue centered on how to best allocate resources during a change.

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The Leadership Difference.®

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Solutions

Leading People Through Change *(continued)*

LEARNING DESIGN

Our learning design is based on research which shows that people affected by change show greater buy-in and are less resistant when they are actively involved and have opportunities to influence the change process each step of the way. Contrary to popular belief, people do not resist change; they resist being controlled.

Blanchard workshops are led by expert change consultants who teach executives, managers, and supervisors how to apply the following change strategies and achieve the corresponding outcomes:

- Expand Involvement and Influence—Buy-In
- Select and Align the Leadership Team—One Voice
- Explain the Business Case for Change—Compelling Case
- Envision the Future—Inspiring Vision
- Experiment to Ensure Alignment—Collaborative Effort and Infrastructure
- Enable and Encourage—New Skills and Commitment
- Execute and Endorse—Accountability and Early Results
- Embed and Extend—Reach and Sustainable Results
- Explore Possibilities—Options

Ask about the Tipping Point simulation and learn how it helps engage leaders in dialogue about change.

WHO SHOULD ATTEND

Leading People Through Change is designed for organizations of all sizes and will provide instruction that will be especially useful to the following participants:

- Senior executives
- Day-to-day leaders of a change effort
- Managers at all levels who seek to increase the buy-in and commitment of their direct reports
- Internal OD/HR consultants
- High-potential leaders who may be asked to play the role of change agent
- Teams responsible for leading change

Leading People Through Change best practices are part of all the work we do with you, including:

- Organizational Consultation
- Impact Mapping and Goal Alignment
- Diagnostic Tools and Assessments
- Custom Design and Development
- Instructor-led Classroom Delivery
- Blended Solutions (synchronous and asynchronous e-learning)
- Keynotes and Executive Overviews
- Public Workshops
- Training for Trainers

NEEDING TO LEAD YOUR PEOPLE THROUGH CHANGE?

Contact us to learn more about the results Leading People Through Change has delivered for other organizations and to identify the options that best meet your needs.

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