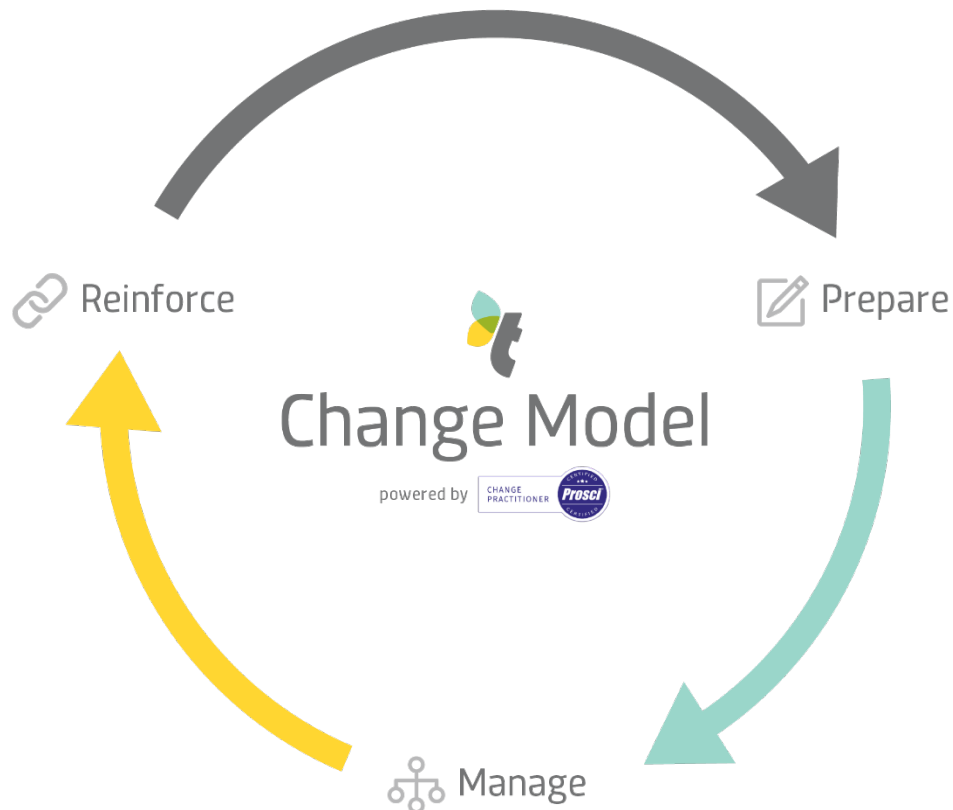


# Process of Change

## PREPARE FOR CHANGE



Transcend has created a simple change management model that represents the three phases of the change process.

## phase 1: prepare for change

Change is often a complex process and leading change across entire organizations requires new thinking and new tools. Preparing for change involves these core objectives:

- Engage stakeholders in the reasons why the change is happening.
- Assess the organization's readiness for change.
- Distill the data and make collaborative decisions on goals and messaging surrounding the change.
- Identify the executive sponsors who will champion each aspect of the change.

## phase 2: manage the change

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For a group or organization to change, all the individuals within that group or organization must change. This means that to successfully manage change, a framework for understanding the change must be discussed at all levels and agreed upon by each member of the leadership team. Then it is important to implement the change and ensure its success.

- Work to fill gaps found during readiness assessment.
  - Is everyone involved aware of the reasons for change and is true engagement and participation being encouraged?
  - Has sufficient training and coaching been offered to ensure adequate knowledge and ability of how to change?
- Determine the specific interventions needed to make the change a success by first considering the areas in which you scored the lowest on the ADKAR assessment. Some of these actions will need to be addressed prior to the start of the change.
- Define the specific roles and responsibilities of leaders of change (i.e., executive sponsors, change managers, project managers, other organization leaders).
- Identify the process for addressing roadblocks and challenges during the change process.

## phase 3: reinforce the change

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Every stakeholder has a role to play in ensuring that the change is successfully adopted. Reinforcement needs to be done in tandem, and across all levels of the organization so that every stakeholder has clear visibility on the effectiveness of the change efforts.

- Identify how change will be sustained and reinforced (incentives and/or consequences)
- Determine how often change progress will be updated and to whom