

# The 5 Change Dangers and How to Avoid Them



Why do 70% of change efforts fail?

The energy is missing. Think about it:

- **Lack of Urgency** - There may be a good business case written up somewhere, but the urgency gets lost as the message is carried down the ranks.
- **Lack of Trust** - Leaders are faced with tough questions about the changes. They get defensive or evasive. The end result is lost trust.
- **Lack of Communication** - On top of that, employees get emotional and leaders don't know how to handle it.

Whether you are leading the change of a **new structure, new titles, new pay, layoffs, new software, new strategy or introducing yourself as a new leader**, this program will provide practical tools to succeed.

Leveraging the **research of Kotter, IBM, Prosci and others**; our best-selling book ***Perfect Phrases for Communicating Change (McGraw-Hill)***; and ***PeopleNRG's 2011 Global Best Practices Research***, leaders will learn how to lead change efforts to successful completion.

Through this **highly interactive and hands on program**, leaders will:

- Know the 5 reasons change efforts fail
- Be able to clearly and succinctly communicate the business case for change to employees
- Understand how to communicate change to remote workers
- Learn how to answer tough employee questions about changes
- Develop skills to manage and overcome others' resistance to organizational change
- Learn how to develop a communication plan for implementing change
- Identify strategies to build trust so employees follow the leaders of change
- Adjust your leadership style based on the needs of the change, the situation, and the personality styles of the people involved



**Audience:** Executives and Senior Leaders  
**Length:** ½ to 1 day program  
**Format:** Lecturettes, Activities, Skill Practice

**Modules:****The 5 Change Dangers**

- What Causes Change Failure
- Activity: Change Failure Calculator

**Announcing Change**

- Knowing who has what at stake
- Activity: How to get past No
- Activity: People Will Remember How they Feel
- Creating a Compelling answer to Why Change?
- Activity: Change Speech Drills

**Virtual Change Communication**

- 8 Dimensions to Consider for Virtual Change Communication
- Activity: Crafting and Delivering Virtual Messages

**Developing Trust**

- Trust and Volume of Change
- The #1 Strategy for building Trust During Change

**Handling Tough Questions**

- Structured Formats for 2 way Change Communication
- Using questions to your advantage
- Activity: Press Conference

**Managing and Overcoming Resistance**

- Activity: The 4 Change Energies
- Adjusting your style based on personality

**Handling Differences of Opinion**

- The Conflict Navigation System
- Activity: Conflict Navigation System

