

NRGize Organizational Growth™



Why do 70% of change efforts fail?

The energy is missing. Think about it:

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

Once the change is announced, the work of a leader has just begun. The execution of change requires extensive, on-going communication. It requires **engagement, connection and excitement**.

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 our best-selling book *Perfect Phrases for Communicating Change (McGraw-Hill)*, leaders will learn what to say and how to say it to **build employee commitment and enthusiasm during change**.

Through this **highly interactive and hands on program**, taught in ½ day, full day or multi-day sessions, leaders will increase their skills and commitment to change by learning to:

- Clearly and succinctly communicate the case for change
- Communicate change through different media (email, phone, web meetings, phone, face to face)
- Leverage the 3 components of all change communication
- Answer tough change questions
- Prevent change related performance problems
- Coach employees through the emotions of change
- Recognize and address 3 different types of resistance
- Lead effective conversations with persistently resistant employees
- Rally their team through 4 key conversations
- Keep people motivated through the change using 8 approaches



Modules:



Winning the Change Battle

- Activity: The Tug of Change. *Class engages in a tug of war. We discuss the connection to leading change*

The Road of Change

- Lecturette: The Road of Change is Washed Out!
- Activity: Change Continuum Questions
 - Where are you on the road to change?
 - How much stress is this change putting on your people?
 - How much stress is this change putting on you?
- Lecturette: Say YES! To Leading Change Methodology™



Moving from Yikes to Yeah! - Communicating the Change

- Lecturette: 3 Change Message Parts: Information, Emotion, Action
- Activity: Hello, Let's Talk
- Lecturette: The What & Why of Change
- Activity: Roaming Change Speeches
- Lecturette: Creating a 2 way Conversation
- Activity: Eliciting Reactions and Listen
- Lecturette: 8 Dimensions to Consider for Virtual Change Communication
- Activity: Crafting and Delivering Virtual Messages
- Lecturette: Handling Tough Questions: Emotions and Messages
- Activity: Press Conference Q & A

The YES! Attitude: Part 1

- Lecturette: Why Change?
- Activity: Personal & Emotional Motivators



Executing & NRGizing Change

Leadership

- Activity: Hit the Target
- Lecturette: Short-Term, Measurable, Actions
- Activity: Change Target Worksheets
- Lecturette: Feedback During Change
- Activity: Positive Reinforcement the NASA Way
- Activity: Planning for Change Skills

Modules:

**Leadership (continued)**

- Activity: Creating a Delegation Meter
- Activity: Checklist for Confronting Change Performance Problems
- Lecturette: Skill Gaps During Change

Handling Emotions

- Lecturette: Coaching The Emotions of Change
- Activity: Practice Conversations
- Activity: The Resistance Wall
- Lecturette: 3 Types of Change Resistance
- Activity: Labeling Resistance
- Lecturette: 4 Change Energies & How to Handle Them
- Activity: Assessment & Planning
- Lecturette: The 4 Keys to Handling Persistent Resistance
- Activity: Crafting Phrases for Handling Resistance

**The YES! Attitude: Part 2**

- Lecturette: Expect Emotional Reactions
- Activity: Overcoming Your Opposition Mind

Rallying Teams

- Lecturette: Team Principles, Conduct & Optimization During Change
- Activity: Your Team's Keys to High Performance
- Activity: How do I Keep Morale up During Change?
- Lecturette: 8 Ways to Keep People Motivated
- Activity: Phrases that Motivate

The YES! Attitude: Part 3

- Lecturette: Surround Yourself with other Fun Loving YES! People
- Activity: Who is on your Support Team?

