

Change Management Model



What is it?

The Change Management Model is a structured approach to tackle both the hard and soft aspects of change. It helps develop a change strategy that smoothes practical implementation and ensures sustainability.

What is it used for?

It provides an overarching structure upon which detailed action plans and interventions can be built.

What are the benefits?

Using the change model helps overcome the most difficult aspect of change: involving people. It builds engagement and ownership, ensures that change progresses at a digestible rate and becomes embedded in people's hearts and minds.

How does it work?

Four sticking points highlight the dependency between what needs to be done and mobilising the rest of the organisation to do it. By concentrating upon these 'sticking points' we are able to concurrently address the hard and soft aspects of change:

Sticking Point 1

- Communicating the vision and helping people to understand it; generating focus for a change programme means having a clear vision that people can relate to on their terms.

Sticking Point 2

- Getting commitment to the vision and involving people in planning the change; ensuring a clear implementation structure and that people have agreed what different things they need to do and what they need to do differently.

Sticking Point 3

- Communicating the plan and helping people to understand what progress has been made; working through the plan in a disciplined way and reinforcing confidence that it is working

Sticking Point 4

- Implementing the plan by getting people to think, work and behave differently; making it easy for people to adopt new ways of working through providing the right balance of support and challenge, reward and recognition.