

# Leading the Human Side of Change: A Personalized Plan

## Step 1: Understand the Change

What is the change? Briefly describe the change initiative and its scope.  
Example: Organizational restructuring, adopting new technology.

### 2. Why is this change happening?

Identify the driving factors behind the change.

- Internal (e.g., leadership directive, performance goals)
- External (e.g., market trends, regulations)

## Step 2: Analyze Stakeholder Impact

### 1. Who is affected?

- Employees: Which teams or roles will experience the most impact?
- Stakeholders: Which groups need to be informed or involved?

### 2. What are their concerns?

- Resistance points (e.g., fear of job loss, lack of skills)
- Potential opportunities (e.g., career growth, efficiency)

## Step 3: Apply the Transition Model

Using William Bridges' model, outline actions for each stage:

### 1. Ending, Losing, and Letting Go

- Actions to acknowledge and address emotions tied to loss.
- Strategies for helping people let go of the past (e.g., open forums, leadership empathy).

### 2. The Neutral Zone

- Actions to support employees through uncertainty and low productivity (e.g., training, regular check-ins).

### 3. New Beginnings

- Actions to celebrate successes and reinforce new practices.

## **Step 4: Communication Strategy**

### 1. Key Messages

- What are the core messages you need to communicate at each stage?

(e.g., purpose, benefits, and individual impacts of the change)

### 2. Channels and Frequency

- How will you deliver messages? (e.g., emails, team meetings, intranet updates)
- How often will updates be provided?

## **Step 5: Support and Resources**

### 1. What resources are available?

- Training programs
- Employee Assistance Program (EAP) services
- Leadership and peer support

### 2. How will you address barriers?

- E.g., stress management tools, flexible schedules, additional staffing.

## **Step 6: Monitoring and Feedback**

### 1. What are the success metrics?

- Productivity, employee satisfaction, turnover rates, etc.

### 2. How will you gather feedback?

- Surveys, focus groups, one-on-one interviews.

## Step 7: Reflection and Adjustment

1. What worked well?
  - List successful strategies and practices.
2. What needs improvement?
  - Identify areas to enhance for future change initiatives.



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