

# Tool: Executing Change

## Why the Change?

The "5 Whys" Technique  
Reflect on your problem  
and ask "why" until you've  
determined rootcauses.

What is the shared need for change?


## What's the Situation?


## Who are your key Stakeholders?

Stakeholder (Individual or Group)	Resister? Negative	Bystander? Neutral	Helper? Positive	Champion? Driver	Critical to Success

## How might your stakeholders be motivated?

	Engage the Head ("I understand")	Engage the Heart ("I care")
Engage the Head What is the implication of success or failure?		
Engage the Heart What "pain" might this alleviate? What's desirable?		

## How might you Communicate the Change?

Who will be affected?	How will they be affected?	What is communicated?	How communicated?

## What key Engagement Tactics might you use?

**Motivate**  
 Create a sense of urgency.  
 Help stakeholders understand the organizational and personal implications of the status quo.


**Communicate**  
 Communicate the vision to affected stakeholders. Paint a picture of the future.


**Act**  
 Take steps to align the formal organization (systems, structures and processes) with the new vision and strategy.


**Consolidate**  
 Continuously monitor and measure to identify further improvements until the change becomes part of the culture.


## Once I leave here today, my very next step is to...
