



The Ten Keys to Successful Change Management

Key 1 – defining the vision : establishing the overall objective of change and outlining the way in which it will be implemented.

Key 2 - Mobilising : creating a dynamic for change among employees, evaluating the issues raised by the vision and specifying the main directions for improvement as a consequence.

Key 3 - Catalysing : defining the project structure and how it will work in supporting, facilitating and accelerating change.

Key 4 - Steering : defining and carrying out the set of actions which will guide the process of change and keep it on course.

Key 5 - Delivering : implementing the changes by realising the vision in terms of the day-to-day operation of the business, in other words altering structures, methods, attitudes and culture in order to produce the anticipated quantitative and qualitative results.

Key 6 - Obtaining participation : ensuring that all employees affected by change participate, in order both to enhance the vision and to ease its implementation.

Key 7 - Handling the emotional dimension : overcoming resistance and mental blockages, so that change can be delivered.

Key 8 - Handling the power issues : redirecting power relations to bring them into line with the vision so that they contribute positively to the process of change.

Key 9 - Training and coaching : providing training in both technical and interpersonal skills, to help employees maximize their contribution to the process of change and subsequently incorporate the vision into their everyday life.

Key 10 - Communicating actively : initiating and coordinating a communication explosion, to encourage universal participation and involvement and hence promote change.