

DISRUPTIVE  
**Leaders**



# ON-DEMAND PROGRAMME

CHANGING PEOPLE LEADERSHIP FOR GOOD



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SERIES 5: MANAGING CHANGE

EPISODE 1: HELPING YOUR TEAM TO CHANGE

# WHAT WE'LL COVER

- ❑ Why do people find it hard to change
- ❑ Why would they want to change?
- ❑ Making it easier for them to change

# WHY DO PEOPLE FIND IT HARD TO CHANGE?

Top-down change rarely succeeds.

Presenting change as something that takes time and effort is off-putting.

Change involves 'loss' – of status, of certainty, of habits.

Data and even a strong business rationale won't change behaviour.

# WHY WOULD THEY WANT TO CHANGE?



# THE SCARF MODEL

... helps us to understand what we are most threatened by

Threats to

- Our Status
- Our levels of Certainty
- Our Autonomy
- Our Relatedness (working with people we don't know)
- Our sense of Fairness



# COMMUNICATING CHANGE



Empathy



Transparent

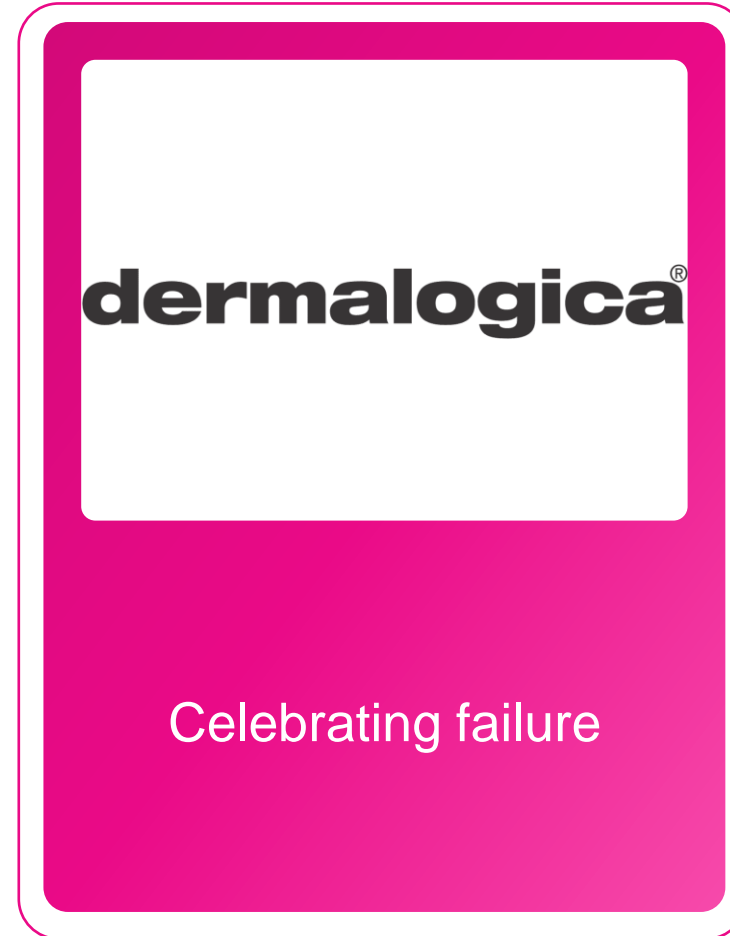
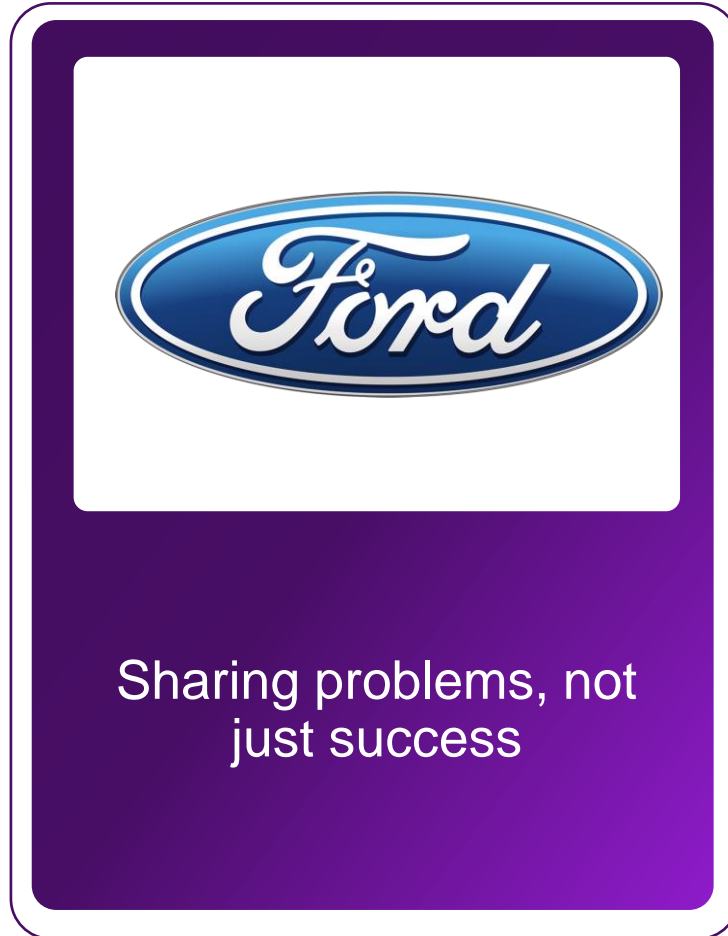


Listening




1:1 check-in

# MAKE IT 'PSYCHOLOGICALLY SAFE' FOR THEM






# SHRINK THE CHANGE TO MAKE IT LESS THREATENING



'Smallifying'

The EA logo, consisting of the letters 'EA' in a stylized, bold font, is enclosed within a thick black circle. The logo is centered in the upper half of a purple rounded rectangle. The lower half of the rectangle is a solid purple color, and the text 'Smallifying' is written in white, sans-serif font.



Make it micro

The GoDaddy logo, featuring the word 'GoDaddy' in a green, sans-serif font, is centered in the upper half of a cyan rounded rectangle. The lower half of the rectangle is a solid cyan color, and the text 'Make it micro' is written in white, sans-serif font.

# EMPOWER YOUR TEAM TO TRY SOMETHING NEW




“ShipIt Days”



Early adopters

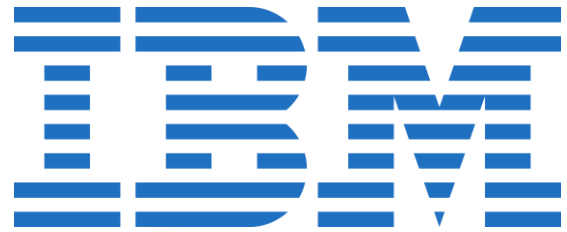


“Kickbox”



“Trailblazer Advocates”

# LET THEM LEARN FROM EACH OTHER



IBM Knowledge  
Cafes



novo nordisk®

Manager Club

## KEY TAKEAWAYS

- ❑ We need to be clear on why our people would *want* to change. Use persona to help you understand what makes them tick
- ❑ When communicating change always be honest and find different ways to involve your team in the changes
- ❑ Shrink the change to make it less threatening
- ❑ Make it psychologically safe for them to try new things
- ❑ Help them learn from each other

# COMING NEXT



SERIES 5: MANAGING CHANGE

EPISODE 2: BUILDING AN INCLUSIVE TEAM

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SEE YOU NEXT TIME

