

LEADERSHIP



Change management basics for leaders



A leader's guide to navigating change with ease

In the constantly evolving business landscape, leaders are frequently assigned to lead change projects, despite having limited or no prior experience in handling such initiatives.

This often presents unique challenges as leading a transformational initiative requires not only managing tasks and resources but also navigating the emotional and psychological dimensions of change. Here are five steps to guide leaders in this process.



01

Leverage the existing company culture



Whilst the existing culture might have to change to deliver transformation, understanding the way people work, think and behave currently, and identifying those aspects that will help or hinder change, is an essential step along the change journey. Leveraging the positive aspects of culture can provide a springboard for change.

How?

Align change with core values: If possible, present the change initiative as an extension of the organisation's core values. This alignment can help employees see the change as part of the natural evolution of the company.



02

Gain commitment from senior execs and other influencers



The people at the “frontline” are important to the successful implementation of organisational change, but senior management must be fully committed. Everyone with formal authority or influence should be identified and engaged to drive the transformation. Influential people in large organisations can make great ambassadors even if they do not hold formal positions of authority.

How?

Develop a shared vision: Collaborate with senior leadership and influencers to develop a shared vision for the future of the organisation. This shared vision can guide the transformation process and foster commitment.



03

Engage hearts and minds at all levels



It may be a well-worn phrase but engaging the hearts and minds of people at all levels in an organisation is often neglected. People are emotional beings and won't be swayed to support a change initiative by rational arguments alone. Making an emotional argument for the change is far more likely to engage people.

How?

Clear and consistent communication: Make sure that the reasons for the change and the benefits it will bring are consistently communicated. This can help people understand the change at a cognitive level and reduce anxiety or confusion.



04

Lead by example, create a picture of what's possible



Lead by example and embrace the necessary behavioural shifts. Whether it's having more face-to-face conversations, streamlining processes to reduce bureaucracy, or taking a proactive approach instead of being reactive, embodying these behaviours paves the way for a new culture and establishes a trusted, encouraging environment for all.

How?

Show vulnerability: Don't be afraid to show that you're also learning and adjusting to the changes. This can help others feel more comfortable with their own learning process.



05

Provide support through training and development



You can bring people on board by engaging them in the change initiative and addressing their emotional and rational concerns; but if they simply do not have the skills to take advantage of the transformation then the change initiative will fail.

How?

Identify the skills: you need to fully adopt the change initiative and the skills employees already have then put in place an appropriate training plan so that everyone is capable of fully embedding the change in their day-to-day working life.



Change Management for leaders

Learn how to shape behaviour, to build and sustain a change ready culture that overcomes the stresses and anxiety of constant and fast-paced change.

- One-hour talk: Let us engage with your leadership community to share valuable guidance and insights on change-related matters.
- 3-hour review: Benefit from our expertise as we evaluate your change management strategy and change communication approach.
- Short bespoke sessions: Enable us to guide and empower your leaders through interactive workshops designed to address their specific needs during periods of change.
- Accredited training: We can offer your leaders the opportunity to gain an internationally recognised certification in Change Management individually or as an internal group.



Contact Ranjit Sidhu at +44 (0)1276 34480 ranjit@changequest.co.uk for more information.





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approaches to navigate
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