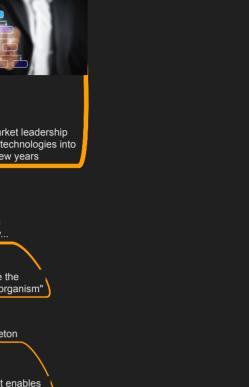


https://www. amazon. com/Pogo-We-Have-Met-Enemy/dp/0671212605

(Your Perspectives on Where Change Initiatives Go Wrong Think about change initiatives you've observed or been a part of in your career. For those that have flailed or failed, what were the primary reasons? not enough communication; assumptions; poor communictation; naysayers;

3 (Relatively) Easy-to-Implement Ideas that Have a Disproportionate, Positive Effect on Your Success with Change

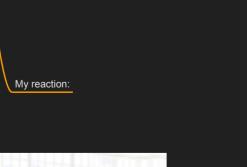
Your thoughts? How can we engage with individuals to help them move through the stages?





What you strive for when bringing strategy to life:





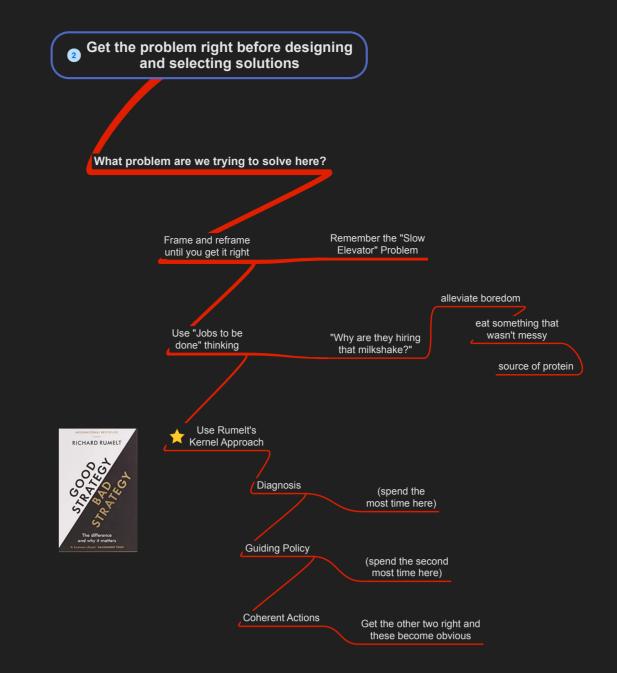


(My shortlist of where change goes wrong Change by moral suasion Change by dictate Misdiagnosis of the problem Failure to appreciate the complexity of the changes required Change in the Internal Echo Chamber Change that fails to address "hearts and minds" Change as a project versus a continuous evolution Over-reliance on frameworks Change leaders who fail to address the stakeholders who can say "no" (actively or passively) Failure to coach teams for success with change Too many change initiatives chasing too few resources (under-funding/under-focusing) Ineffective or no sponsorship Lack of flexibility/adaptability (organization/team) Communication failures A failure to sustain the energy A failure to manage the energy of the team/stakeholders



Yikes! What are some steps we can take to minimize or mitigate those common mistakes?





BOLD CLAIM: This tool and the discipline it imposes to think through, thrift, and test critical messages will change your life!

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