

THE PROCESS & SEQUENCE OF SUCCESSFUL CHANGE

HOW TO FACILITATE ENDURING CHANGE IN EMPLOYEES, TEAMS & ORGANIZATIONS

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CEOs, executive teams and business owners navigate constant change. The question is to what degree can top leaders influence change and what is the most effective strategy, process and sequence to achieve and sustain a desired change?

Our work often involves helping clients to achieve and sustain some form of desired change. We use proven methods that are custom-tailored to the client needs and situation. One-size-fits-all rarely facilitates any enduring change. This is where our expertise and experience makes the difference and ensures that successful change is achieved and sustained.

Three components make up the process and sequence of successful change: awareness, acceptance and action. These components are sequential and apply to employee, team and organizational change. Most underestimate the importance of achieving awareness (as the essential first step) in any change process. Until awareness is achieved there is little chance or opportunity for enduring change to occur. The next steps (in the change process) are acceptance and action.

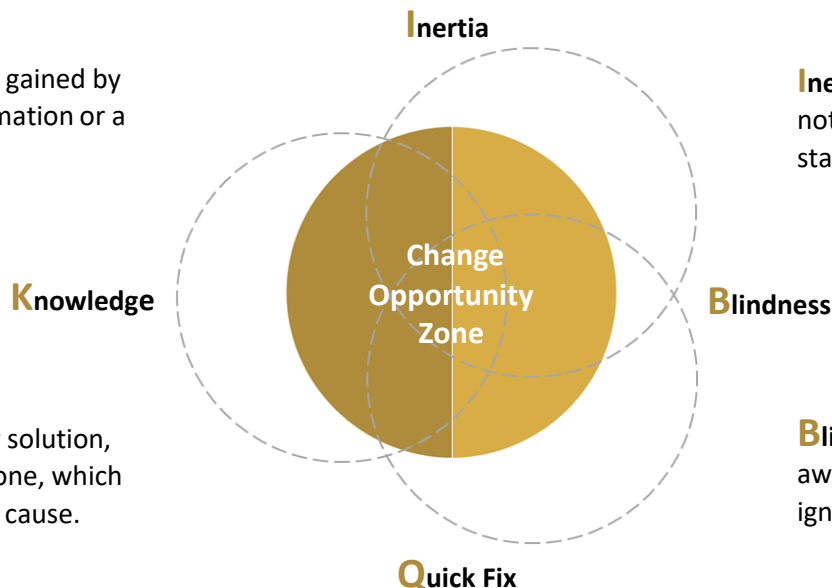
Awareness is knowledge (or often perception) of a situation or fact. A conscious recognition of a desire or need to change and comprises as much as 50% (or more) of a successful change initiative. It is the essential first step toward any successful change process. Successful change is highly unlikely to be achieved or sustained without it.



Acceptance is a conscious awareness, acknowledgment and consent that a change is either desired or required.

Action is a conscious awareness and acceptance that a change is desired and decision to take the necessary steps to achieve the desired or required change.

Knowledge: awareness gained by experience, facts, information or a situation.



Inertia: a tendency to do nothing, continue in an existing state and remain unchanged.

Quick Fix: a remedy or solution, especially a temporary one, which fails to address the root cause.

Blindness: a lack of perception, awareness or better judgment; ignorance; inability to see.

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Quick Fix: a remedy or solution, especially a temporary one, which fails to address the root cause.

Tips & Practical Applications:

- There is no means to determine whether someone is aware of something unless they acknowledge it. The adage, “It is so obvious....” may be true for the observer, but is not always true for the one being observed. This is particularly true when emotions are highly charged which often prompts an inverse relationship with intellect (IQ) and better judgment.
- Ken Blanchard is attributed with the quote “Feedback is the breakfast of champions.” This may be true, however, unless the breakfast is served in a tasteful manner, the odds of it being consumed and converted into a positive behavioral change is highly remote. I prefer my own quote, “The truth will set you free, but awareness precedes that freedom.”
- The later two components of successful change are acceptance and action. The Kubler-Ross 5-Stages of Grief Model include: denial, anger, bargaining, depression and acceptance. The parallel with the Awareness + Acceptance + Action Model is that denial, anger, bargaining or depression can present barriers to acceptance and action.

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