

5 Tips for Managing Change

Not only are 70% of organisational changes failing, but that failure rate is increasing. According to research from IBM, the need to lead change is growing, but the ability to do it successfully is shrinking.

Change is getting harder. A single leadership team can be overwhelmed by workload pressures, stretched across different countries and time zones creating the risk of missing concerns and difficulties arising in separate teams. Additionally there is a trend for less investment in change management programmes. Read our 5 tips to ensure change management success.

#1 – Leaders need to be better coached and practice delivering change

Many organisations confuse knowledge with skill. People are taught change management concepts, use models and theories but don't give their team leaders time to scenario practice the new skills required. We would recommend that all team leaders receive additional specialised coaching in actually how to successfully deliver the change management programme and gain increased buy-in from key stakeholders which is absolutely critical for the programme to be a success.

#2 – Communication is key to success

Involve all employees at all levels right from the start. Employee engagement creates commitment and empowers people to take greater ownership. Customised communication channels should be established to enable employees to ask questions and be reassured about the changes taking place. These channels can be in the way of a dedicated e-mail address, intranet, update meetings, employee information bulletins, employee coaching and change management /development workshops.

#3 – Leaders need to be aligned

The leadership team must be aligned and communicate with one voice whilst implementing the changes they are shaping. The leadership team needs to provide greater support, direction and structure for the change. An effective approach is to facilitate wherever possible change champions in order to reduce dependence on any one leader.

#4 – Managing resistance

You need to identify hidden conflicts, fear and negativity which could be undermining the efforts of change and act upon them swiftly. Through their change coaching leaders would have been taught how to spot these challenges and how to deal with them confidently. Again, it comes back to communication...some employees naturally struggle with change as moving into an unknown future state creates anxiety and stress. One to one conversations with individuals can reassure them why change is necessary, not just the organisation but also for them. Advising them that if the business does not change, customers will be lost, revenues may be affected and the organisation will be at risk.

#5 – Ensure that your change programme is customised

Many organisations are too internally focused and will use a standard change management programme structure which is one of the fundamental reasons for failure. Ensure that you use specialists who can provide an un-biased and outside perspective. They will understand the needs of your changes and will customise a programme that meets both the business and people objectives.

**Ready to make a significant difference in your organisation?
Contact Richard Chiumento, Director for a complimentary consultation:**

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