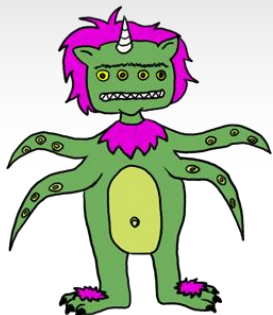


CHANGE



Scary creature that threatens to cause a horrific upheaval of how we do things. Its threatening nature can be subdued with an effective change management program.



www.changeactivation.com

CHANGE ADVOCATE



Individual who understands the positive outcomes of the desired change however does not have sufficient authority to pursue the outcome without assistance from a sponsor.



www.changeactivation.com

CHANGE BYSTANDER

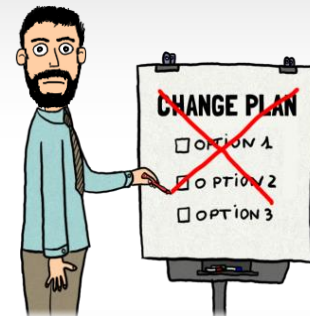


Chooses to ignore impending changes due to change fatigue, apathy or skepticism of the permanence or likelihood of success of the change initiative.



www.changeactivation.com

CHANGE CRITIC

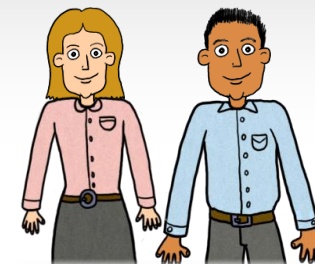


Works to undermine the success of change initiatives. For more, see resisters: organizational, political and technical.



www.changeactivation.com

CHANGE PRACTITIONERS



Coordinate activities that support people through transitions in organizations. Their role requires emotional intelligence, patience and persistence. Also known as change leaders, agents & drivers.



www.changeactivation.com

CHANGE NAVIGATOR



Individuals who are able to cope with shifting circumstances and their changing role. Can be recruited to assist others.



www.changeactivation.com

CHANGE SURVIVOR



Employee who bears 'war-wounds' from poorly executed changes. These experiences may or may not make the survivor better equipped to handle further change.



www.changeactivation.com

CHANGE TARGET



Person or team who must change in order for the change initiative to succeed. May be involved in leading the change.



www.changeactivation.com

CHANGE VICTIM



Experiences disabling anxiety upon receiving news of impending change. Will interpret any communication regarding change in the worst possible manner. Treat with care and caution.



www.changeactivation.com

COACH

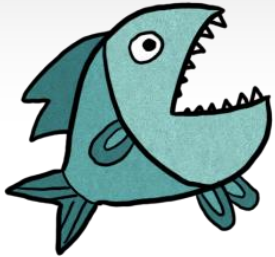


Individual who helps colleagues to perform at their best throughout change initiatives; using either formal or informal coaching techniques. Of huge importance in helping to manage resistance.



www.changeactivation.com

COMPETITORS



May develop a competitive advantage due not only to superior products or services but also through superior capacity to adapt to a rapidly shifting environment.



www.changeactivation.com

CONSULTANTS

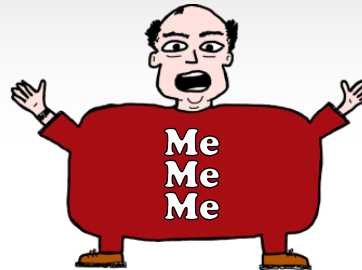


Outsiders that bring knowledge, theoretical models & experience implementing change. Vary in their ability to adapt to an organization's unique situation, history and culture. Choose wisely.



www.changeactivation.com

CUSTOMER

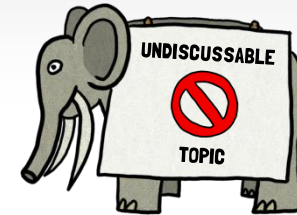


Typically demands undisrupted service regardless of the internal upheaval occurring within the organization. May contribute to the need to change due to shifting needs or expectations.



www.changeactivation.com

ELEPHANT IN THE ROOM



Topic that is not discussed either as it is uncomfortable or out of fear of a negative group response. Can be wildly damaging in change situations if not acknowledged.



www.changeactivation.com

HUMAN RESOURCE MANAGER



Able to assist or lead the implementation of change initiatives due to their complementary skills set. Change management increasingly falling under the banner of 'strategic human resource management'.



www.changeactivation.com

LEGACY EXPERT

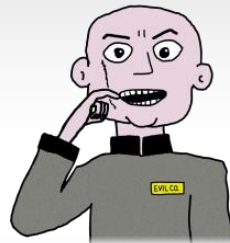


Individual whose expertise is based on a system or process that may be significantly changed or rendered obsolete by a change process.



www.changeactivation.com

LOW EMOTIONAL INTELLIGENCE INDIVIDUAL



Individual who may benefit from developing an awareness of the emotions of colleagues as well as an understanding of the emotional impact of their actions on colleagues. For best results, pair this individual with a coach.



www.changeactivation.com

MANAGEMENT GURU



Treat with some skepticism. Best used as resource for new ideas and concepts to be adapted to your situation. Management fads come and go, but the trauma from poorly executed change has a long legacy.



www.changeactivation.com

PROJECT MANAGER



Process expert. Can offer useful insights on the implementation of a particular methodology, setting milestones and managing workflows. Project managers may benefit from an enhanced attention to human & emotional factors.



www.changeactivation.com

REGULATOR



Known to become increasingly involved in organizational operations. Also known to have changing demands and timelines regardless of how convenient this is for the organization.



www.changeactivation.com

RESISTER: ORGANIZATIONAL



Works against any change initiative that they do not feel they have had an opportunity to help plan. Driven by the need to feel a sense of ownership and involvement with the change process.



www.changeactivation.com

RESISTER: POLITICAL



Fears loss of authority and/or control in the post-change organization.



www.changeactivation.com

RESISTER: TECHNICAL



Resists change due to a fear that their deep knowledge of systems and/or processes will no longer be relevant or needed in the post-change organization.



www.changeactivation.com

SIR ISAAC NEWTON

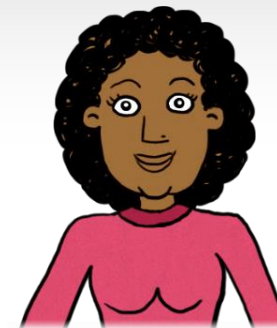


The father of Change Management. First recognized that things moving in a particular direction remain moving in that direction unless some additional effort is exerted upon them.



www.changeactivation.com

SPONSOR: MEDIATOR

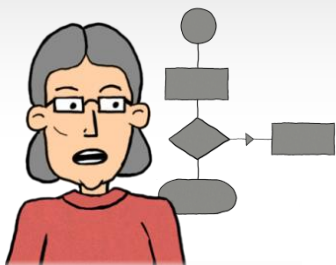


Able to help resolve conflicts that may occur between individuals or teams affected by changes.



www.changeactivation.com

SPONSOR: PLANNER



Highly process oriented senior manager. Able to assist in planning and implementation of the change activities. See also 'Project Manager'.



www.changeactivation.com

SPONSOR: PRIMARY



Individual who authorizes the change initiative. Is actively and visibly involved in the change process. Assists in communicating the business case for change. Also known as a 'change champion'.



www.changeactivation.com

SPONSOR: PURSE-HOLDER



Manager who exerts authority by funding only projects and initiatives that are in-line with the change initiative's goals.



www.changeactivation.com

SPONSOR: SPEECH-MAKER



Undesirable sponsor who assumes that merely making a presentation on the need to change constitutes sufficient personal involvement in the change effort.



www.changeactivation.com

SPONSOR: UNBLOCKER



Able to step-in (or be called in) with sufficient authority to remove difficult organizational obstacles that may be preventing progress during the change. Use sparingly.



www.changeactivation.com

SPONSOR: VISIONARY

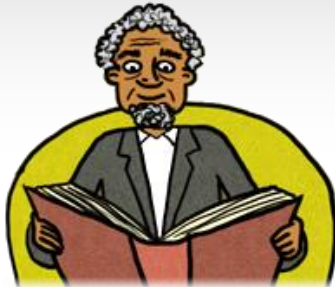


Inspires others within organization with his or her vision of a desirable common future to work towards. See also 'Story Teller'.



www.changeactivation.com

STORY TELLER



Able to inspire people by sharing stories that underpin the change efforts, such as about a challenge that the organization has faced and overcome in the past.



www.changeactivation.com

SUPERVISOR



Key partner of change managers in ensuring those at the frontline of the organization move through the change process successfully. Invests energy ensuring they understand the situation and their concerns are heard and responded to.



www.changeactivation.com

TEACHER / TRAINER



Extremely important. Able to help individuals gain skills, adopt new behaviors and develop new attitudes. Important to double-check that the underlying philosophy of the training is in line with the vision for the change.



www.changeactivation.com

TRANSPARENT DECISION MAKER



Manager who executes decisions in a manner that is as transparent as possible. Upfront and honest when information cannot be shared.



www.changeactivation.com