Leading Change in Projects

Jennifer Kikkert, Symplicity Designs

May 13th, 2015

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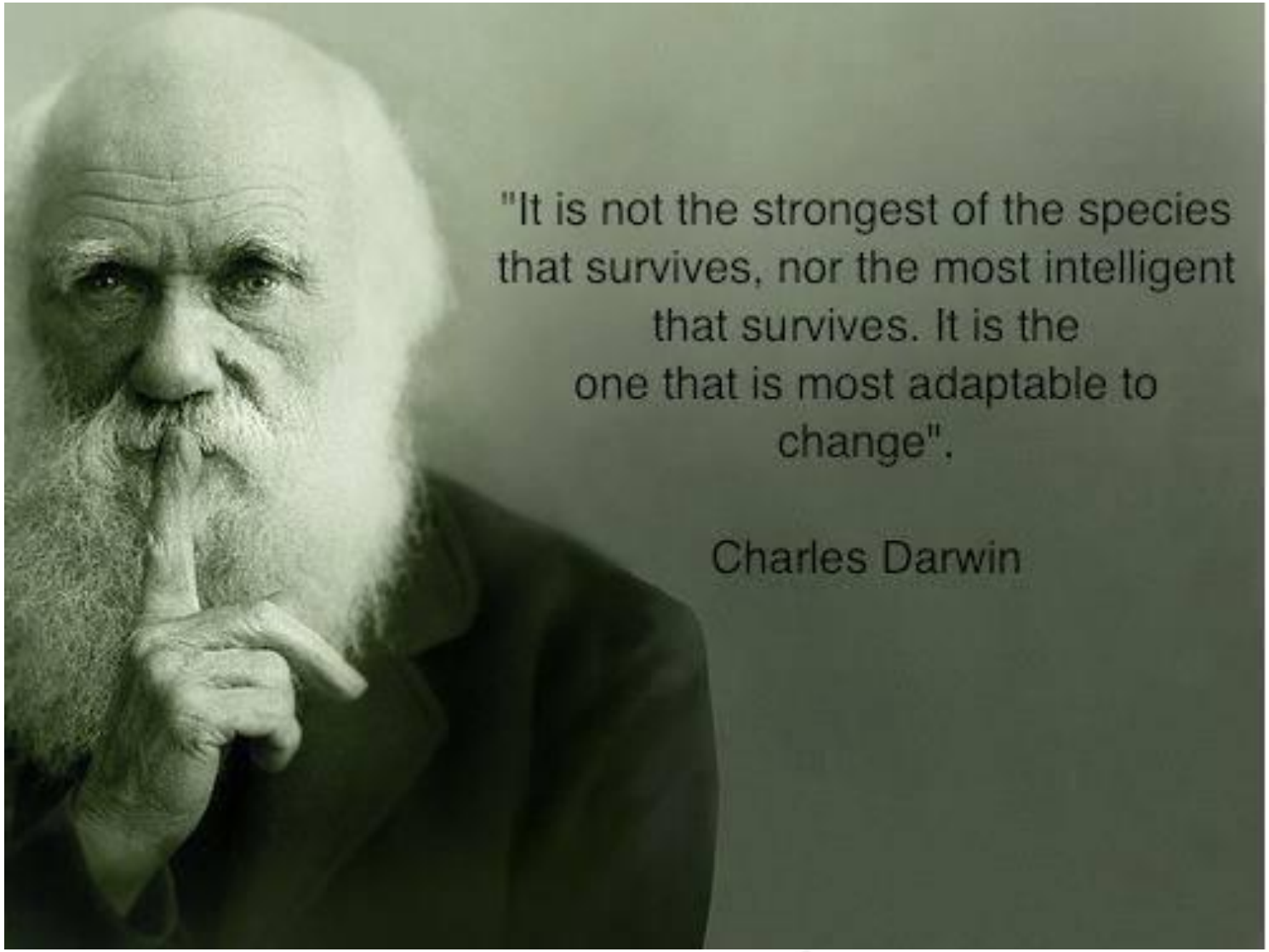
Key Objectives

- Present why change so often fails
- Present methods to increase the opportunity for success when implementing change



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Why Do 70% of Changes Fail

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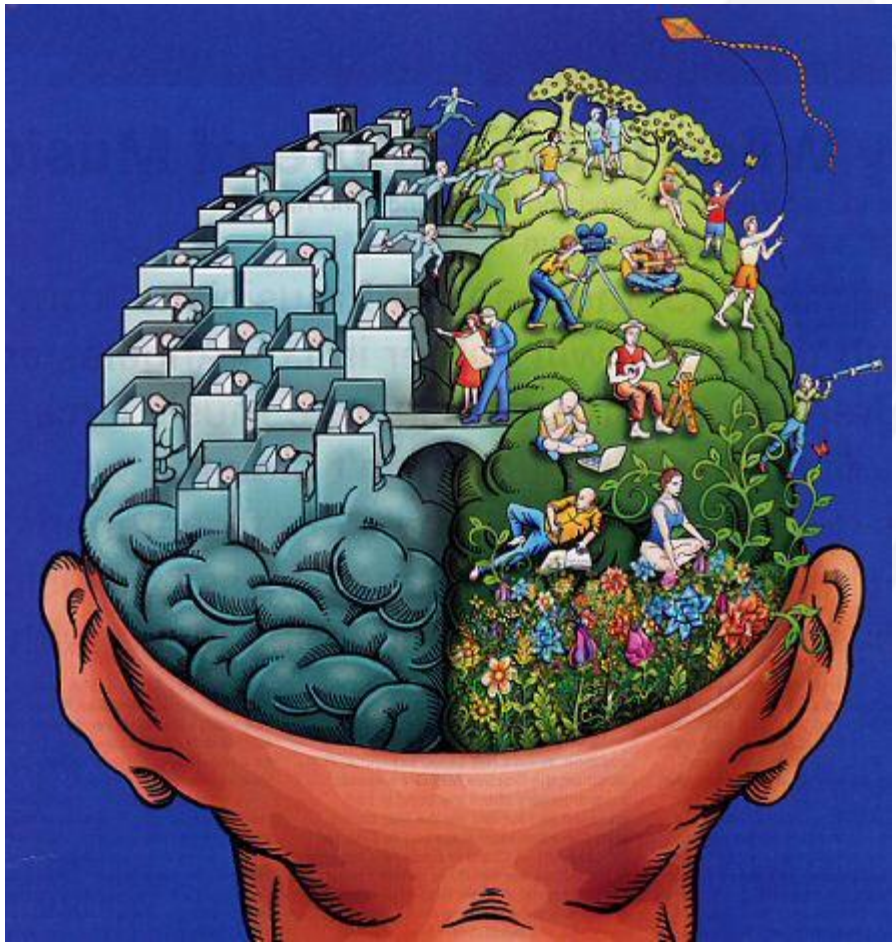
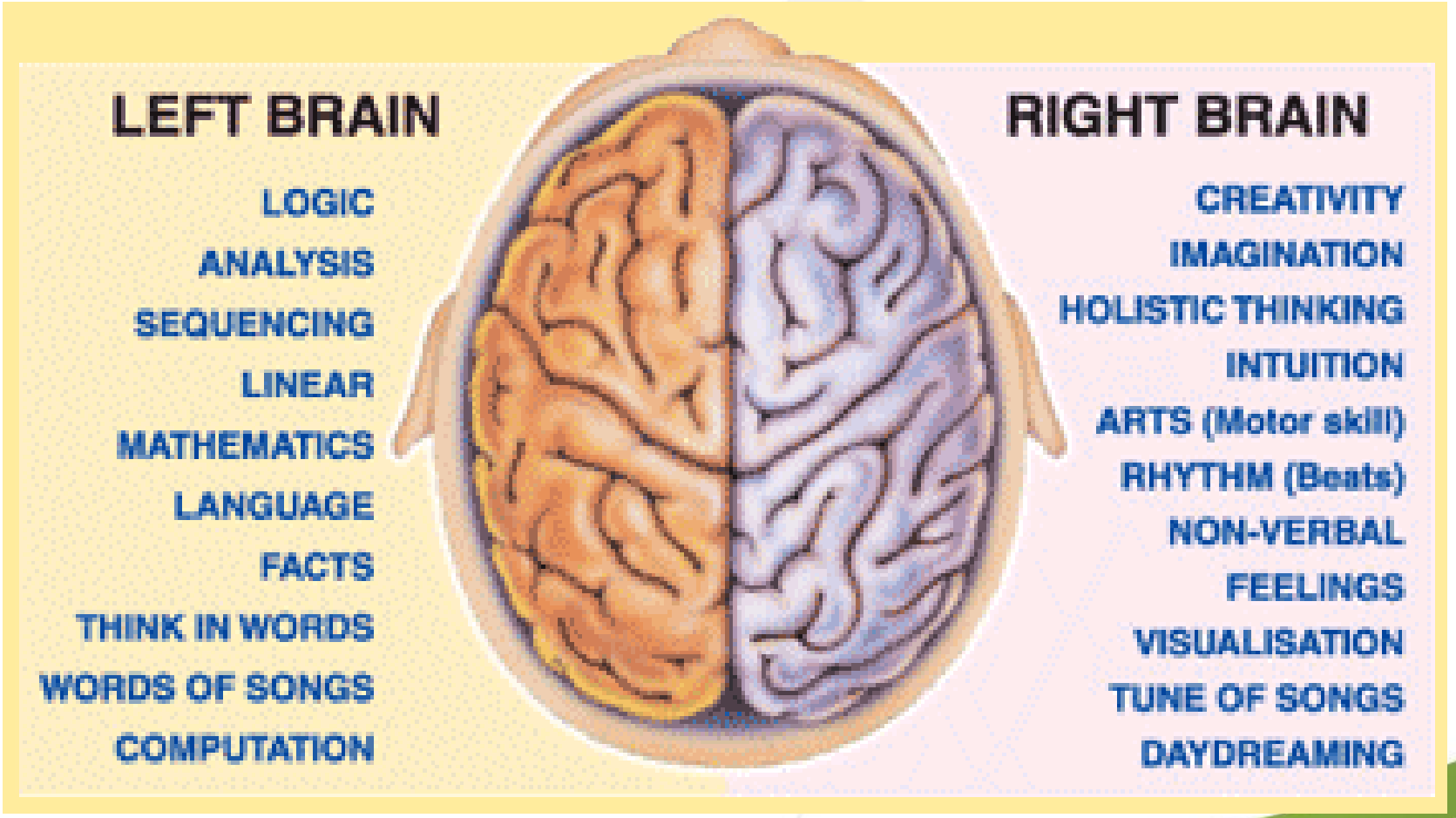
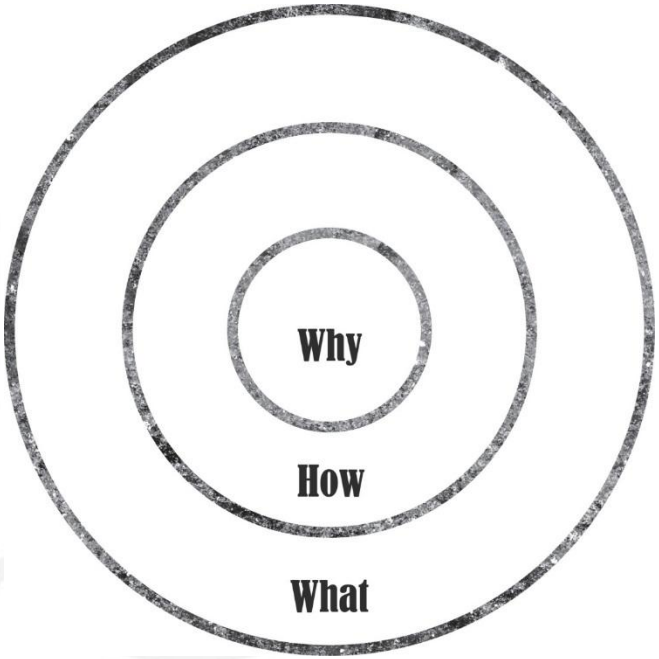
Why Do 70% Fail ?



System 1 vs. System 2



Simon Sinek “The Golden Circle”



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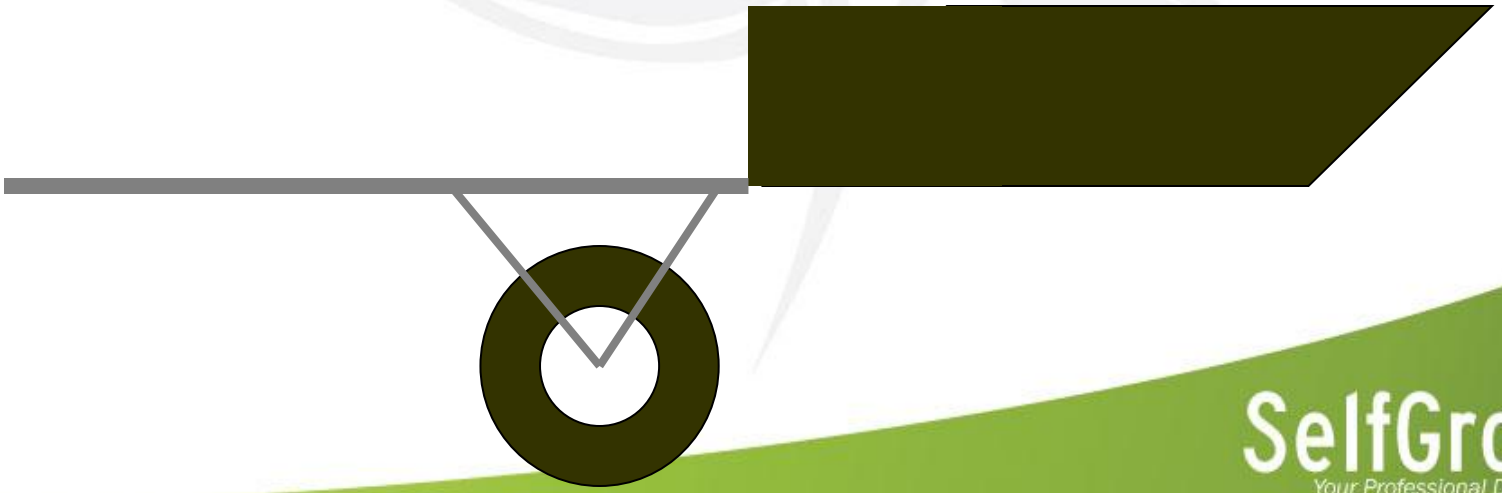
Question?

What do you think of my new wheelbarrow design?



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Emotional Bank

We make a deposit when act:

- Honest
- Kind
- Respectful
- Friendly
- Generous
- etc…

We make a withdrawl when we act:

-Dishonest
- Rude
- Mean
-Disrespectful
- Egotistical
- etc…

Leading Change

1. Discover Purpose – Why?

2. Design Plan – How?

3. Deploy Action – What?

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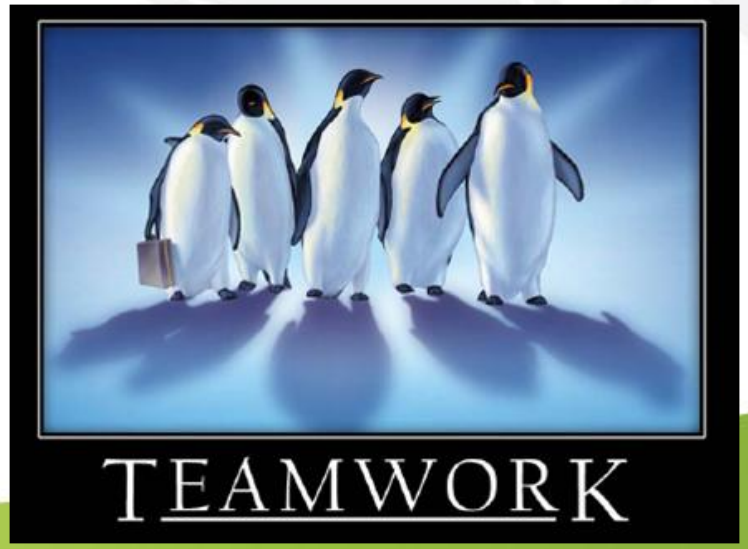
Leading Change

1. **Discover** Purpose - S.E.E. (Significant Emotional Event) Opportunity
2. **Design** Plan – Create Ownership
3. **Deploy** Action - Deliver Results



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John Kotter

"Our Iceberg is Melting"

- Set the Stage
  1. Create a Sense of Urgency – AS IS Situation
  2. Pull Together the Guiding Team
- Decide What to Do
  3. Develop the Change Vision and Strategy
- Make It Happen
  4. Communicate for Understanding and Buy In
  5. Empower others to Act
  6. Produce Short Term Wins
  7. Don't Let Up
- Make It Stick
  8. Create a new Culture

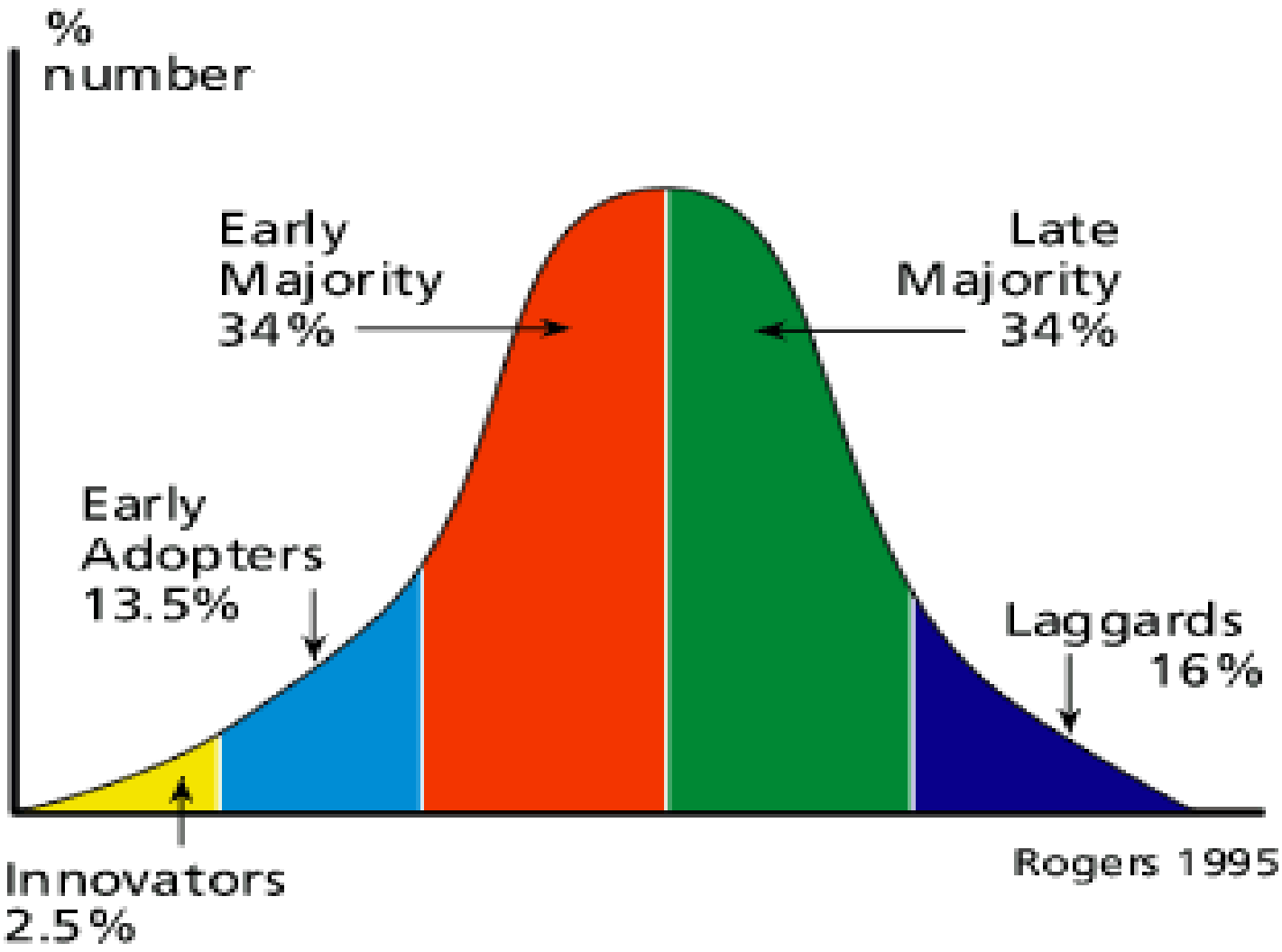
Fog Factor

- Fog factor is a concept to ensure your message is simple and easy to understand. The formula is:

(# of words / # of sentences) + (# words with 3+ syllable)

Fog Factor	Education Level
6 a 8	Primary School
8 a 10	Middle School
10 a 12	High School
12 a 14	College
14 a 17	University
17+	Literary Expert

Diffusion of new ideas (innovations)



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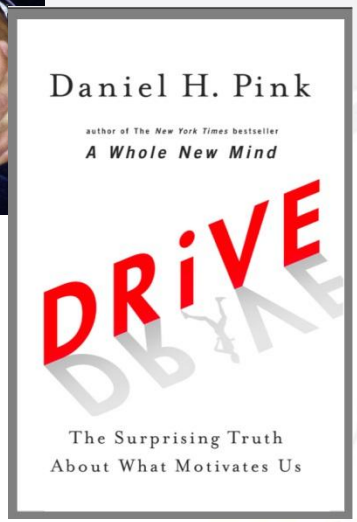
Dan Pink

1. Purpose – Why?
2. Mastery – Contribute?
3. Autonomy – My Choice?



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