

Leadership Development

Change Model

Change conversations are often challenging, and many leaders fail in this effort. But you can successfully introduce change by following four distinct steps:

Step 1/Square 1: Successful Past

Spend time detailing what is going well and the contributions made to date.

Step 2/ Square 2: Cost of Change

This list should include everything: the financial cost, emotional cost, cost of loss of focus, investment implications, potential customer reactions. The list should include things you would rather not think about.

Step 3/ Square 3: Cost of No Change

What are the costs, short- and long- term of not changing? The risks may include loss of market share, inability to attract talent, and/or inefficiencies. These are likely the reasons you are considering change in the first place, but spend some additional effort to itemize them.

Step 4/ Square 4: Proposed Change

What is your best hope for the change?

