

STRATEGIES FOR PERSONAL CHANGE MANAGEMENT

Be a role model

While change is difficult and sometimes takes you outside your comfort zone, it is important to remember that you are not alone. In times of upheaval and re-organization, employees can serve as role models for each other and lead through the change by example. As changes occur within the organization, you yourself will find the effects of change uncomfortable and different. However, for change to be implemented you must personally accept responsibility for changing yourself, and in doing so, serve as a model for others to follow.

In *Managing Change*, Jick says it best:

"...The change agent needs the sensitivity of a social worker, the insights of a psychologist, the stamina of a marathon runner, the persistence of a bulldog, the self-reliance of a hermit, and the patience of a saint."

Use the Grapevine

During significant moments in an organization's history, information pulses through the grapevine as if it were a fiber-optic cable. All companies have grapevines and you can use them to communicate an accurate message of what you know about the changes. During these periods of significant change, there is usually a corresponding increase in the amount of information passing through the grapevines. Take moments at places in the grapevines to insert factual data and disperse myths and misgivings about the personal aspects of change.

Encourage each other

Peripherals in the form of signs and decorations always serve as a way to keep fellow employees motivated. In addition, saying thanks, putting Post-it notes on consoles, posting complimentary letters from customers and celebrating outstanding efforts are simple, inexpensive ways to let fellow employees know they are appreciated and valued. Coming from peers makes this recognition all the more powerful. However, as in all recognition, be sure to connect the successes with the individual and what they did, how it affected the department, and ways it helps they organization meet its goals.

Practice "intrapreneurship"

Research tells us that one of the key factors in navigating change is to make learning a priority. Use it as a buoy to keep afloat, to keep growing and building your skill set. Overcoming complacency and focusing on staying engaged will be the most difficult task. Assess yourself and divide your skills into clear categories. Some of those category heading could be clear strengths, overdone strengths, hidden strengths, blind spots, weaknesses, untested areas. In each area, be honest about your skills and take your development seriously. Utilize the resources at your disposal to enhance or extinguish those areas measured. Anchor yourself to an attitude of continual improvement.



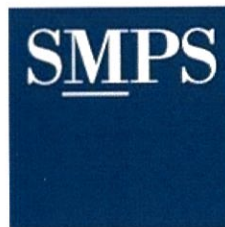
SELF-REFLECTION EXERCISE

CHANGE MANAGEMENT AND SELF:

1. Would you consider yourself flexible or inflexible when it comes to change?
2. What role have you taken when changes occur within your organization?
3. Have you been a part of a change initiative that has gone badly?

CHANGE MANAGEMENT AND LEADERSHIP:

4. Who have you seen demonstrate exemplary leadership in times of uncertainty and crisis, and why?
5. What traits of leadership are important to you to maintain in periods of change?
6. What has been your most significant insight into managing change in your career?



**Society for Marketing
Professional Services**

