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White Paper

Key Steps for Creating & Supporting Organizational Change.

Quick Tips:

- **Become a change leader**
- **Set the stage or change**
- **Define the change**
- **Delineate the strategy**
- **Inspire every member**
- **Build on success**
- **Celebrate changes**

Creating a culture of change is essential in achieving organizational change, and "change leaders" are responsible for developing, nurturing and maintaining this indispensible culture. Change leaders must communicate effectively so that they can both motivate and organize internal teams. The leader as communicator requires tools to foster and maintain powerful business change through effective communication. The skills common to the theater arts may be transferable to business; they can help you project energy, confidence, and clarity with physical and vocal expressiveness. In both one-on-one and group interactions, the change leader must use the basic building blocks of communication, including concentration, listening, awareness, and presence.

One of the first steps required for facilitating effective change is creating a sense of urgent need. If the immediate need for change is not illustrated, lasting transformation is nearly impossible. As the change leader, you must clearly define exactly what you wish to change, why it is essential to make the change and how you plan to do it. The next critical step is the formation of the "guide group" making sure to provide representation for all stakeholders. Next, define the vision, strategy, and provide a clear written plan. Most importantly, you must project how the future will be different from the past.

The change leader is required to communicate consistently with the guide group to build understanding and "buy-in". But more than merely lead, the change leader is called upon to inspire, coach and empower every member of the guide group to act on the plan. To make change easier to accomplish, remove barriers to action. Create achievable, short-term goals for the guide group and recognize successes (even small ones) as soon as possible. Build on your success – press hard and fast after achieving the first goal and make reverting to the past difficult if not impossible. Celebrate significant changes in a significant manner.

Lastly, do everything possible to make the change enduring by developing a culture that understands change and does not fear it.

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