

Quality & Productivity Solutions  
Change Management

“Passion for Change”

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**Ignite:** It is critical to partner with leadership to ensure they will provide the necessary resources and motivation. Help them by igniting passion for their goals in your communication with them and others. Help them identify the quickest path to reach those goals.



Change is difficult. You will face resistance. The synergy created by powerful communication of the following 5 components will help you overcome resistance. **F x A x C x E x S > Resistance.**



The organizational DNA is comprised of two **fundamentals of identity** that do not change: Core Purpose – why we exist; and Core Values – how we behave as we carry out our purpose. This allows other things to change and still maintain integrity.



What **assets** do you bring to the change process? Think of talent, money, infrastructure, patents, good will, customer relationships, experience, committed workforce. Use all of these to strengthen your change process.



What **concerns** do you have with the current situation? What will happen and what opportunities will be missed if the changes are not made. Do not dwell here, that can create too much fear or hopelessness. Move to solutions and positive ideas as soon as this is clear.



You need an **energizing vision** of the future (and it must energize everyone, not just leadership or owners). This vision needs to be clear, compelling to all stakeholders (including investors and customers).



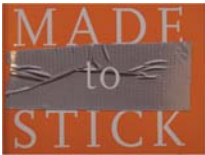
**Starting Momentum** is vital. You want wins soon and you want to make them public. Focus on a few areas and celebrate every win as it arises.



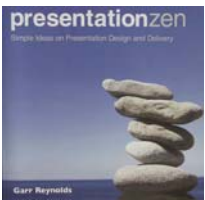
**Involve:** It's important to get everyone who is part of the change thinking, learning and contributing. Encourage whole-system involvement, e.g., cross-functional teams. Gradually, create an improvement culture where looking for progress is the norm.



Entice people to **meaningful participation** by celebrating contributions. Only ask for contributions you might actually use. Allow people to help shape the personality of the change process through ideas, fun activities and communications.



Simplicity, Unexpectedness, Concreteness, Credibility, Emotion and Stories are the **SUCCESS Principles**. These principles are based upon brain discoveries about memory. These principles help the important messages to stick in people's minds.



Evocative visual aids have **Simplicity, brevity and emotional impact**. The book "Presentation Zen" has wonderful tips for high engagement slide shows. Handouts like this one tie the emotional impact of the presentation with content.



**Inspire:** Spark energy, creativity and productivity throughout change implementation. Use fun, entertainment and engaging activities. The easier and simpler it is to successfully contribute the more likely they will do it.



Use **Inspiration Tools**. Sharing best practices builds pride, collaboration and valuable internal resources. Learning aids can help. Gentle and respectful reminders can keep people on track and successful. **CELEBRATE PROGRESS!** It's the most important way of sustaining inspiration for the hard work change entails.



**Reframing** our language helps us to influence the mental images that we and others see. This can make a huge difference in how others perceive us and what we're telling them. This is also true with family and friends. This truly can help "Make Friends and Influence People". Because of our amygdala, our immediate gut reactions are often to focus on risks and only see problems. This can quickly create F Responses in ourselves and others. Solution-Focus reframes focuses people's minds on the goals and how to achieve them.

