CHANGE MANAGEMENT: RESISTANCE GUIDE

UNDERSTAND THE RESISTANCE

Analyze the stakeholders & assign them to one of the four groups in the right graph.

SPONSOR

- Recognize importance
- Strengthen active support/network
- Spread the good message

WILL TO CHANGE

CAPTAINS

- Recognize effects on the organization
- See change as a process
- focused on goals
- role models for others

OBSEVERS

- Don't recognize the need to change
- Don't have the skills to implement the change

BENEFICIARIES

- Want security
- Understand the need but don't agree with it for personal reasons

SKILLS TO CHANGE

TAKE ACTIONS

Take action & create interventions based on the stakeholders you are referring to.

SPONSOR

- Involve in the change
- Give tasks
- Offer trainings

CAPTAINS

- Empower to deliver the change
- Delegate more complex tasks
- Build as champion
- Promote/put in good position

OBSEVER

- Give a clear direction
- Add all measures from the top left or bottom right

BENEFICIARIES

- Motivate to implement the change
- Negotiate conditions
- Sell the benefits of the change
- Understand and address the "rootcause" of the resistance