### **CHANGE MANAGEMENT: RESISTANCE GUIDE**

### **UNDERSTAND THE RESISTANCE**

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

### **SPONSORS**

- 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

### **OBSERVERS**

- 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.

### SPONSORS

- 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

## **OBSERVERS**

- 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