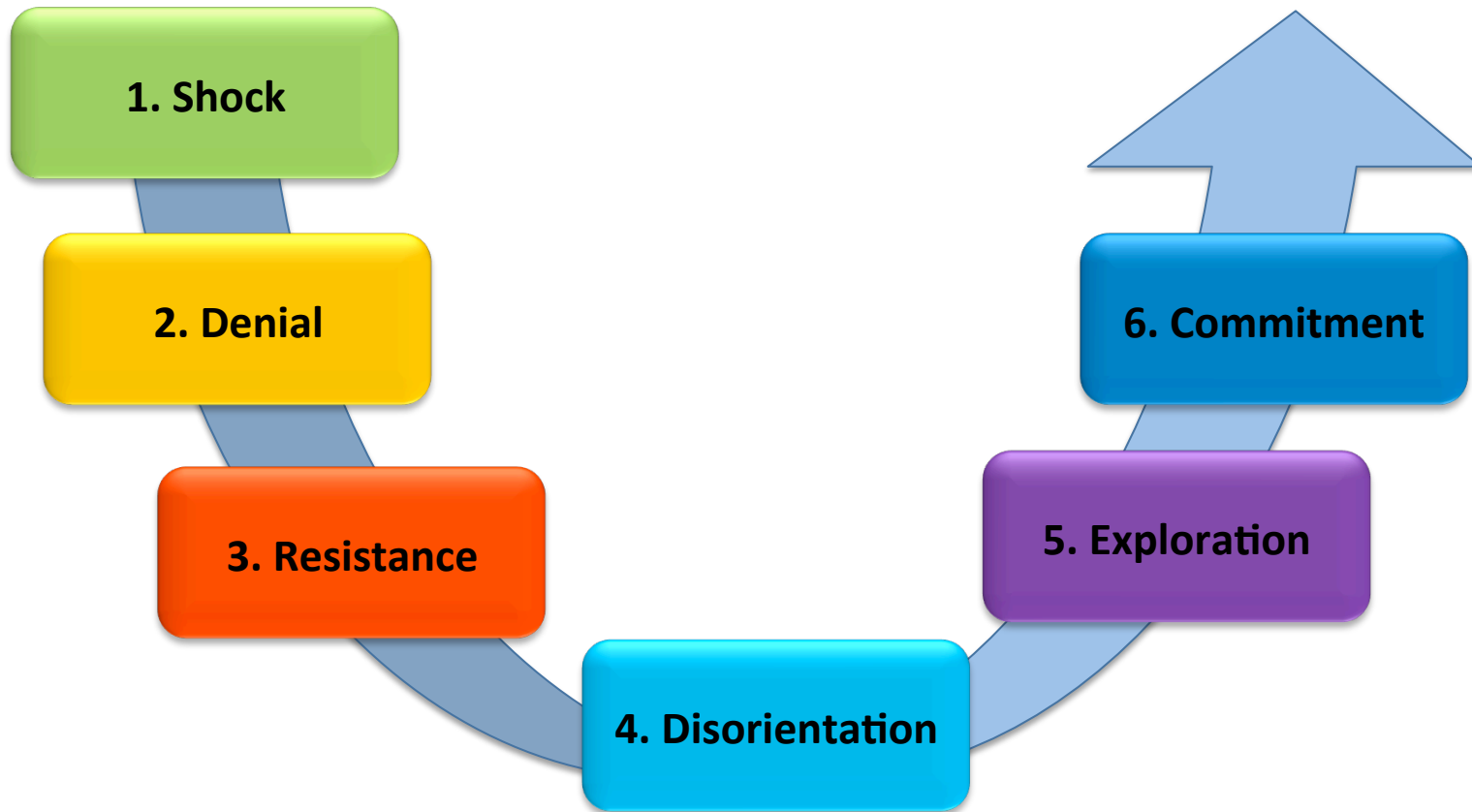


Leading Change

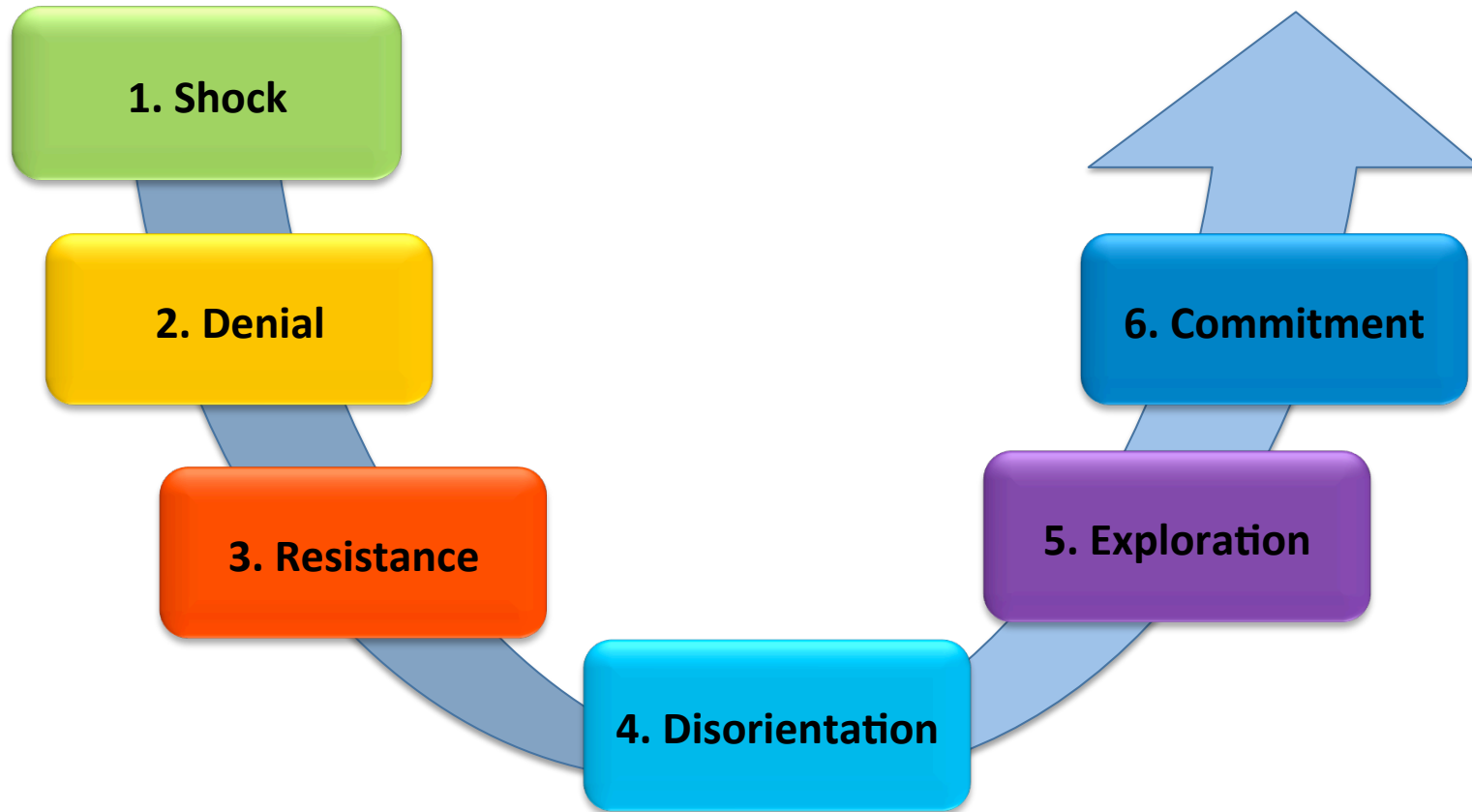


CHANGE

The Psychology of Change



The Psychology of Change



Sources: Kubler-Ross and William Bridges

Change: Your Role as Leader

It is critical that you:

- Understand change
- Promote change
- Cope with change
- Value change
- Manage change
- Communicate change

Communicate Change

Explain the change/new initiative

Rationale for the change/new initiative

Impact of the change/new initiative

Benefits of the change/new initiative

Invoke questions

Ask for their commitment

Leading Change



CHANGE