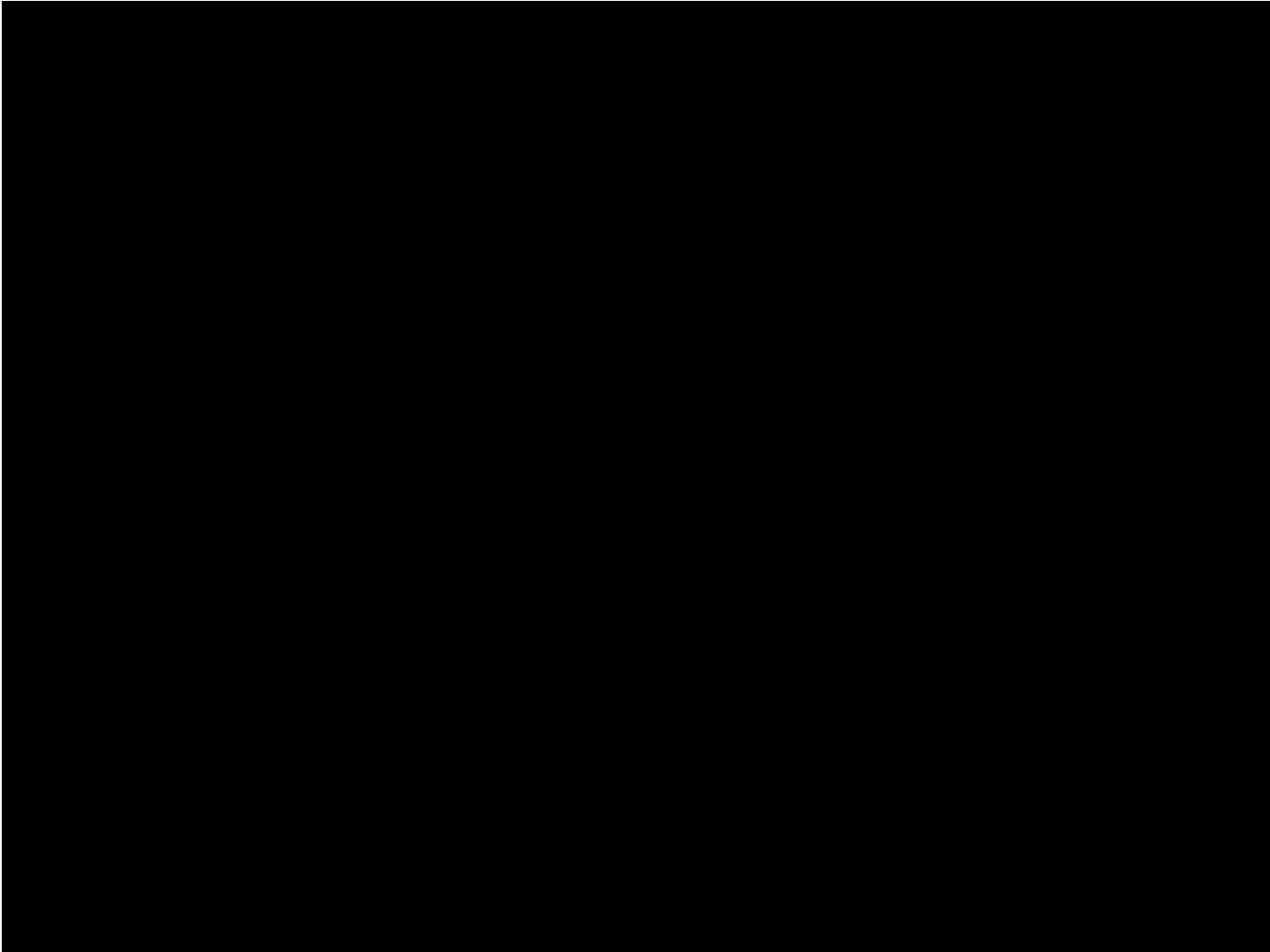




# Leading Change





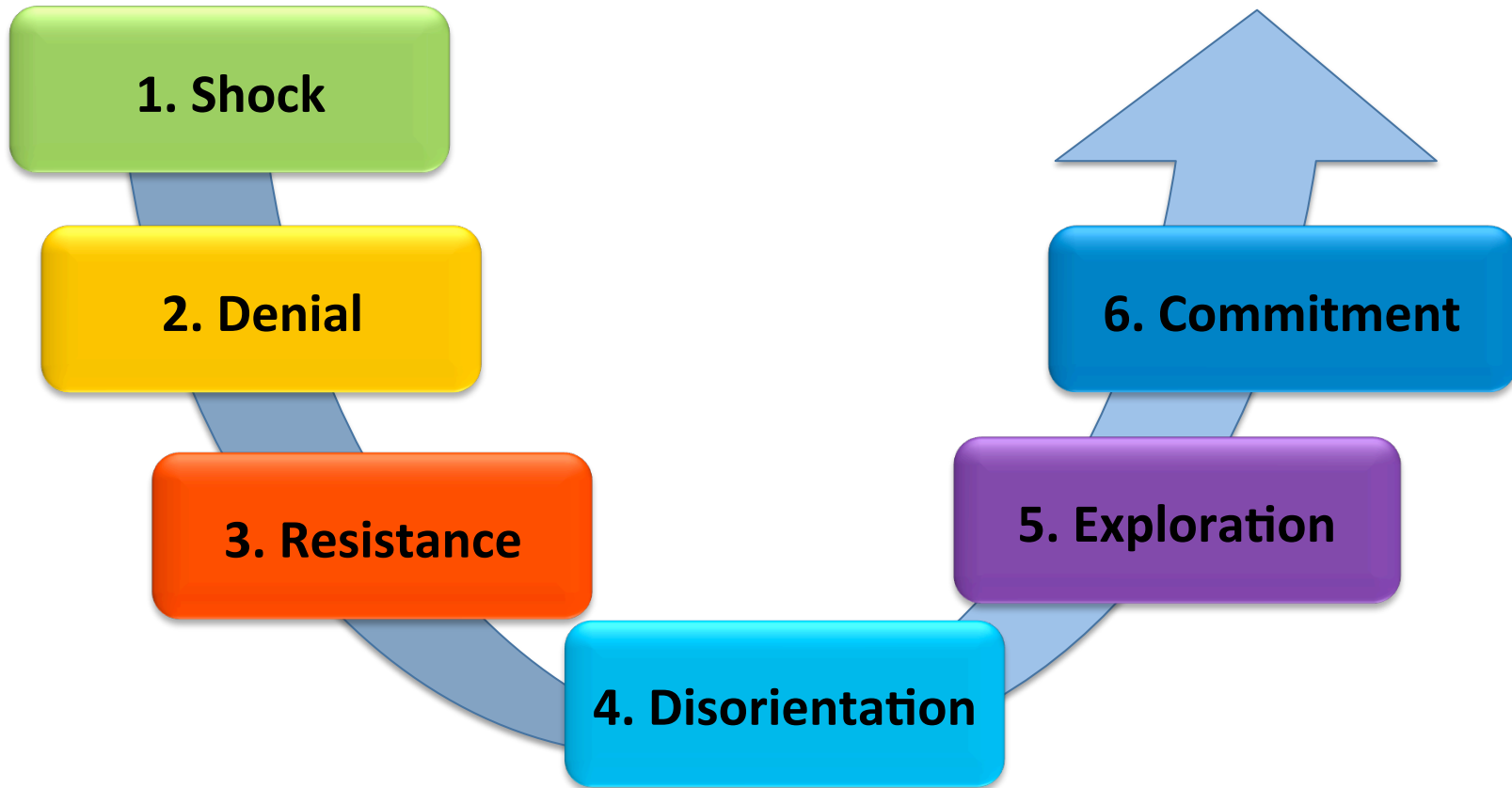


# Learning Objectives

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- Understand the psychology of change
- Explain leadership's role during times of change
- Use a framework to communicate change to employees

# The Psychology of Change



Sources: Kubler-Ross and William Bridges



# Change: Your Role as Leader

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**It is critical that you:**

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



# Communicate Change: ERIBIA

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**E**xplain the change/new initiative

**R**ationale for the change/new initiative

**I**mpact of the change/new initiative

**B**enefits of the change/new initiative

**I**nvoke questions

**A**sk for their commitment



# Leading Change

