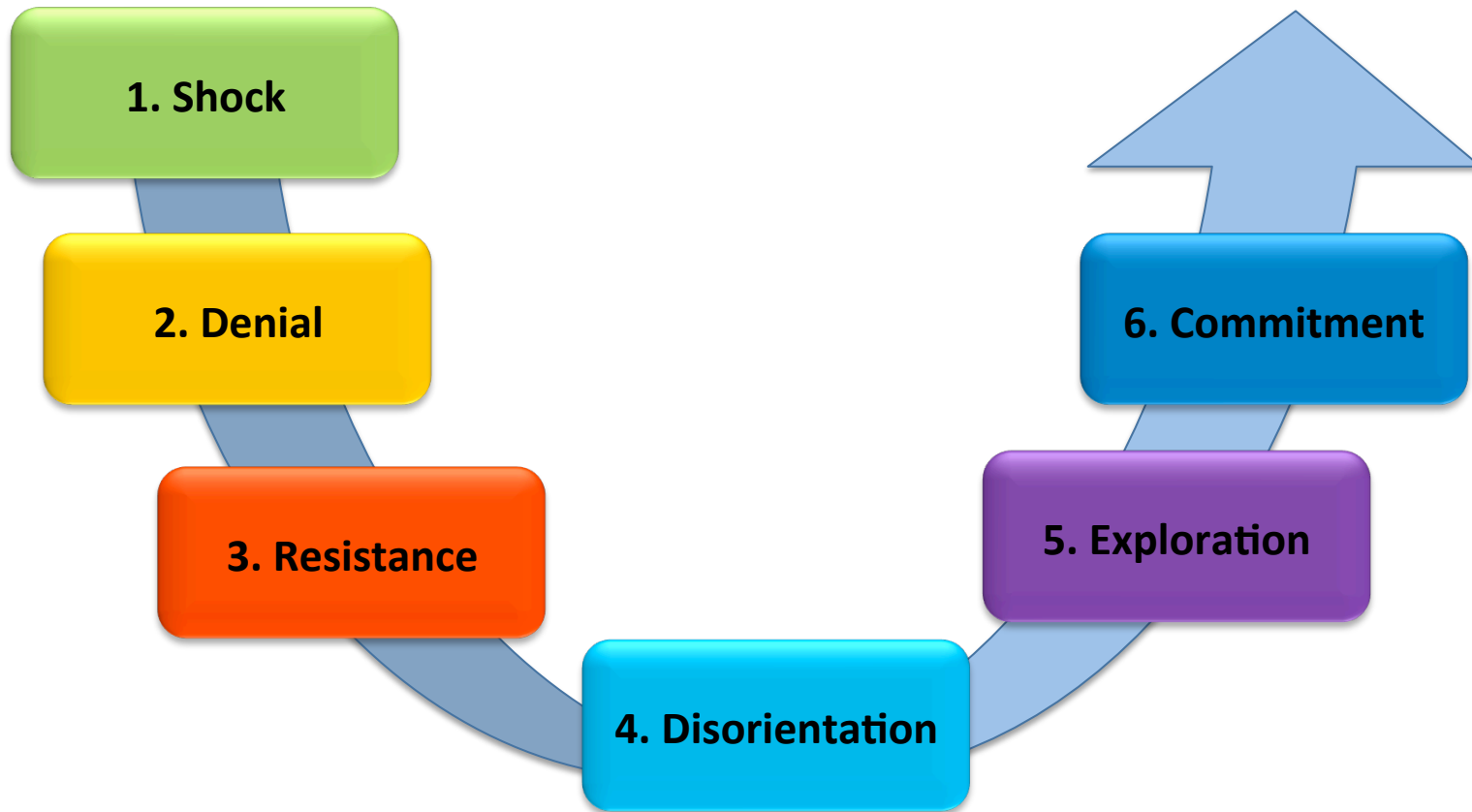


# Leading Change



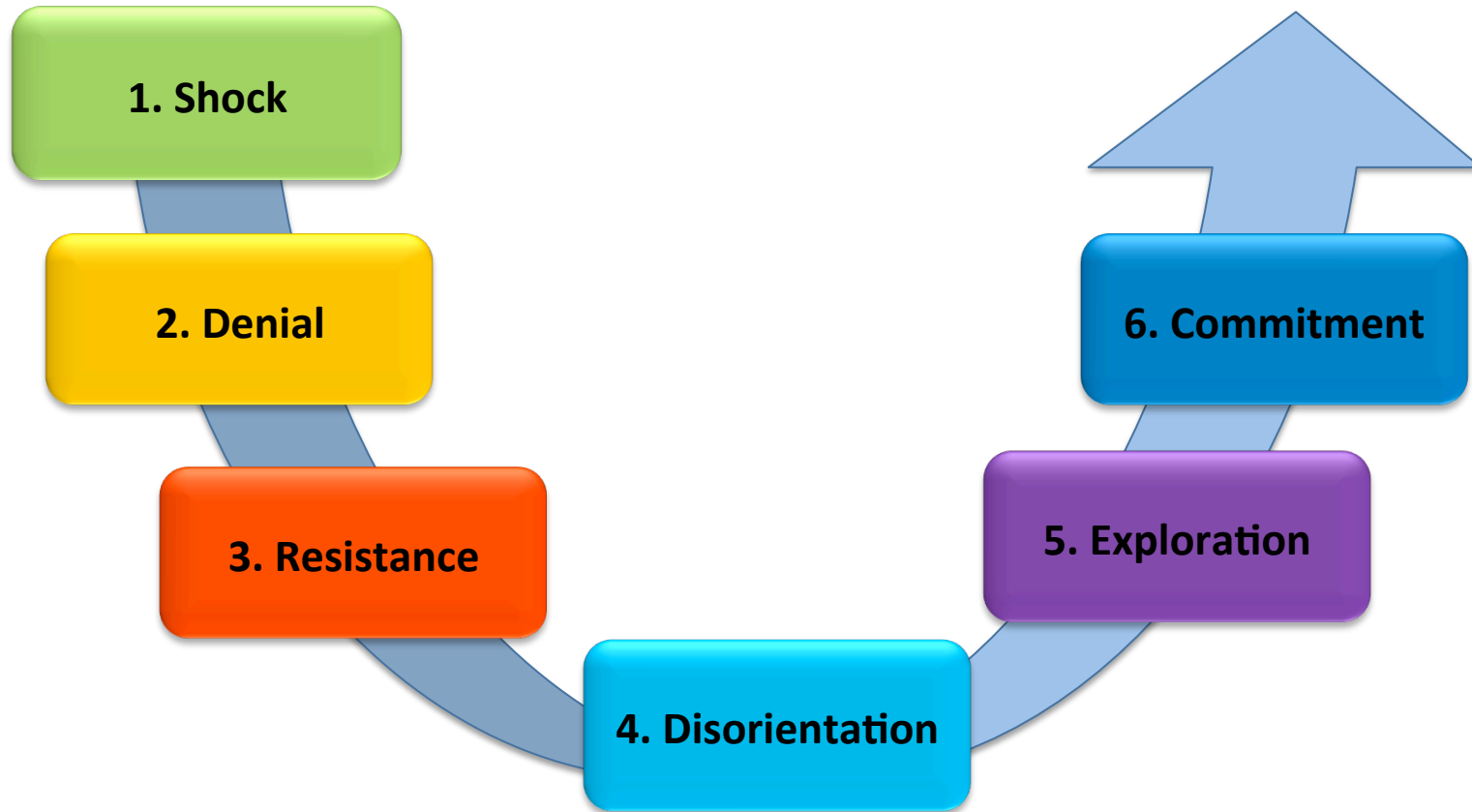
CHANGE

# The Psychology of Change



Sources: Kubler-Ross and William Bridges

# 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

**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



CHANGE