Factors for Effective Engagement

Change Management Model

- What is the desired future state, what steps are needed and what measures will indicate that it has been realized?
- What is the rationale for why the initiative is important and why now?
- How do leaders demonstrate commitment to the initiative?
- What adjustments need to be made to the approach to ensure the vision and measures are realized?
- Define & Communication Vision and Destination
- Create a Compelling Case for Change or A Sense of Urgency
- Mobilize Stakeholders through the Guiding Coalition
- Identify and Align Enablers
- Monitor, Learn and Adapt
- Establish Accountability for Results and Progress
- Reinforce Leaders as Change Enablers

What must be done to minimize resistance and build active commitment to the initiative?

What structures, processes, practices and rewards must be altered in order to ensure the change is accepted and reinforced?

Are milestones defined, are plans and tracking mechanisms in place, and is responsibility and accountability assigned?