

A NEW FORMULA FOR CHANGE IN SALES

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CHANGE DISSATISFACTION SPONSORSHIP PEOPLE FACTORS INERTIA

“Change success occurs when the level of dissatisfaction, sponsorship, and the plan to address people factors is greater than inertia, or the tendency to remain unchanged.”

Raul Cevallos | Organizational Change Management Leader

FACTOR 1

DISSATISFACTION

- Assesses how painful the status quo is to each member of the affected team.
- Dissatisfaction must be appreciated by decision makers.
- The greater the level of dissatisfaction, the easier it is to entice people to move.

FACTOR 2

SPONSORSHIP

- 1. Vision**
A bold yet realistic departure from the status quo.
- 2. Coalition**
A team to help you communicate the vision to others.
- 3. Sharing**
Effectively promoting understanding and excitement for the change.

FACTOR 3

PEOPLE FACTORS

- 1. Speed of Adoption**
How quickly will people adopt a new way of doing business.
- 2. Level of Utilization**
How many people will actually be using the new solution.
- 3. Proficiency**
How well are individuals performing compared to original design expectations.

KEYS TO OVERCOMING INERTIA

START WITH THE WHY

If people understand the why, they're more likely to buy in.

STAKEHOLDER MANAGEMENT

Who will be impacted, how, and what to do to keep them engaged.

IMPACT ASSESSMENT

The start, stop, and continued behaviors required to adopt and sustain change.

REACTION ASSESSMENT

The potential emotional reactions of each stakeholder persona.

BENEFIT REALIZATION STRATEGY

Training and support, communications, incentives, and consequences.

SOURCE: A New Formula for Change