EFFECTIVELY ENGAGING TO INFLUENCE CHANGE

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QUICK BACKGROUND

- Started my working life as a entrepreneur and musician
- Worked for and with education sector for the last 20 years
- Consulted in Government, mining, retail, education, not for profit and a variety of other sectors, on creating and building innovation systems and effective leadership teams
- Worked with organisations like AUSAID building relationship strategies for inter-country trade and knowledge exchange partnerships
- Passion in not for profit and have chaired a number of boards
- Moved to the Southwest of WA and commenced with Southern Dirt 3 days before Christmas last year.



WHAT WE WILL GO THROUGH

- 1. Why we need to change
- 2. Psychology of change
- 3. Kotter's 8 step change model
- 4. Tips for success
- 5. Change Leadership



WHY CHANGE?

- Environment is constantly changing
 - Political changes in government and policies
 - Economic less cash, more uncertainty
 - Socialogical health, education, interaction changes (Tinder etc.)



 Technological – technology has gone ahead leaps and bounds. What is coming next can and will revolutionise our industry.

PSYCHOLOGY OF CHANGE

- Change = Fear of the unknown
- Resistance to change is normal for 2/3 people



 1/3 will never change, 1/3 will embrace change, 1/3 can be persuaded to change but all need a compelling reason

8 Steps of Change Model



• Establishing a sense of urgency

• Creating the guiding coalition

1.

2.

3.

4.

5.

6.

7

• Developing a vision and strategy

•Communicating the change vision

• Empowering Broad Based Action

• Generating Short Term Wins

 Consolidating gains and producing more change

• Anchoring new approaches in the culture

Reference: John P. Kotter

1. ESTABLISHING A SENSE OF URGENCY

• Identify and discuss major opportunities

• Be clear why they must be accomplished now



2. CREATING THE GUIDING COALITION

 Putting together a group with enough power to lead the change



 Getting the group to work together like a team

Industry Influencers Group





3. DEVELOPING A VISION AND STRATEGY

• Creating a vision to help direct the change effort



• Developing the strategies for achieving that vision

4. COMMUNICATING THE CHANGE VISION

 Using every vehicle possible constantly communication the new vision and strategies



• Have the Guiding coalition back the concept and role model the behaviours

5. EMPOWERING BROAD-BASED ACTION

• Changing systems or structures that undermine the change vision

• Encouraging risk taking and non-traditional ideas, activities & actions





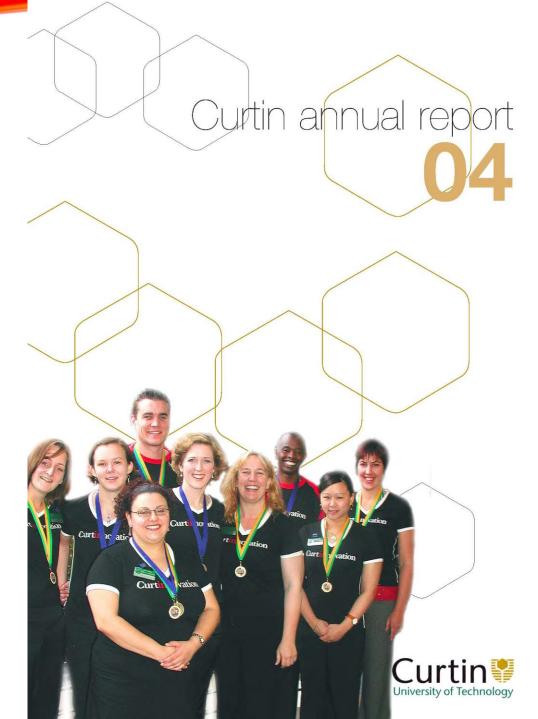
6. GENERATING SHORT TERM WINS

- Planning for visible improvements to performance
- Creating high profile wins



 Reward and recognising people who made wins possible 7. CONSOLIDATING GAINS AND PRODUCING MORE CHANGE





8. ANCHORING NEW APPROACHES IN THE CULTURE

• Creating better performance through better customer engagement and productivity behaviour



- More and better leadership
- Articulating the connections between the new behaviours and success

SUCCESSFUL CHANGE

• Recycling through the steps will occur

• Need the necessary resources to complete each stage



 More involved than gathering data, identifying options, analyzing and choosing

CHANGE LEADERSHIP

• Bravery and willingness to step up and stay the course no matter what

• You need to create, morph, adopt and build credibility step by step in order to be taken seriously



• You need to clearly define what the future should look like, align people with that vision and inspire them to make it happen despite the obstacles.