

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.



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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



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WHY CHANGE?

- Environment is constantly changing
 - Political – changes in government and policies
 - Economic - less cash, more uncertainty
 - Sociological – health, education, interaction changes (Tinder etc.)
 - Technological – technology has gone ahead leaps and bounds. What is coming next can and will revolutionise our industry.



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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



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8 Steps of Change Model



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Reference: John P. Kotter

1. ESTABLISHING A SENSE OF URGENCY

- Identify and discuss major opportunities
- Be clear why they must be accomplished now



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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



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Industry Influencers Group



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3. DEVELOPING A VISION AND STRATEGY

- Creating a vision to help direct the change effort
- Developing the strategies for achieving that vision



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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



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5. EMPOWERING BROAD-BASED ACTION

- Changing systems or structures that undermine the change vision
- Encouraging risk taking and non-traditional ideas, activities & actions
- Engage members, employees, industry as partners in delivering the vision



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6. GENERATING SHORT TERM WINS

- Planning for visible improvements to performance
- Creating high profile wins
- Reward and recognising people who made wins possible



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7. CONSOLIDATING GAINS AND PRODUCING MORE CHANGE



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Curtin annual report
04



Curtin
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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



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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



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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.



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