

PRINCIPLES OF CHANGE MANAGEMENT

Effective Change Management is a critical component of any project initiative as it can mean the difference between smooth and successful adoption of change; or resistance to, resentment of, or failure to implement change.

A structured approach to Change Management is recommended to ensure all affected stakeholders understand, accept, and commit to adopting change. This requires an engagement of leadership and stakeholders and careful communication throughout the process. Below is a fundamental set of principles for effective Change Management:



1. Motivating Change:

- Creating readiness for change
- Overcoming resistance for change



2. Creating a Vision

- Mission
- Valued outcomes
- Valued conditions
- Midpoint goals



3. Developing Political Support

- Assessing change agent power
- Identifying key stakeholders
- Influence stakeholders



4. Managing the Transition

- Activity planning
- Commitment planning
- Management structures
- Documentation & auditing



5. Sustaining Momentum

- Providing resources for change
- Building a support system for change agents
- Developing new competencies and skills
- Reinforcing new behaviours



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