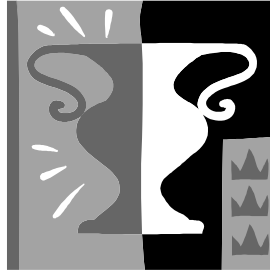




## **Why Change Efforts Typically Fail** **15 Predictable Reasons & Situations to Avoid**

Source: *LEADING AT A HIGHER LEVEL* by Ken Blanchard

1. People leading the change think that announcing the change is the same as implementing it.
2. People's concerns with change are not surfaced or addressed.
3. Those being asked to change are not involved in planning the change.
4. There is no urgent or compelling reason to change. The business case is not communicated.
5. A compelling vision that excites people about the future has not been developed and communicated.
6. The change leadership team doesn't include early adopters, resisters, or informal leaders.
7. The change isn't piloted, so the organization doesn't learn what's needed to support the change.
8. Organizational systems and other initiatives aren't aligned with the change.
9. Leaders lose focus or fail to prioritize, causing "death by 1,000 initiatives."
10. People are not enabled or encouraged to build new skills.
11. Those leading the change aren't credible—they under-communicate, give mixed messages, and do not model the behaviors the change requires.
12. Progress is not measured, and no one recognizes the changes that people have worked hard to make.
13. People are not held accountable for implementing the change.
14. People leading the change fail to respect the power of the culture to kill the change.
15. Possibilities and options are not explored before a specific change is chosen.



## Why Change Efforts Typically **SUCCEED**

An adaptation based on 15 reasons change fails in **LEADING AT A HIGHER LEVEL** by Ken Blanchard

1. People leading the change understand that announcing change is only the beginning of implementing it.
2. People are given a chance to voice concerns so there can be problem solving process.
3. Those being asked to change are involved in planning the change.
4. The reason to change is communicated.
5. A compelling vision that excites people about the future is developed and communicated.
6. The change leadership team includes early adopters, resisters, or informal leaders.
7. The change is piloted, so the organization learns what's needed to support the change.
8. Organizational systems and other initiatives are aligned with the change.
9. Leaders and staff focus and prioritize effective use of resources.
10. People are encouraged AND enabled to build new skills.
11. Those leading the change are credible—they communicate clear messages, and model the behaviors the change requires.
12. Progress is measured, and people are recognized for the changes they worked hard to make.
13. People are held accountable for implementing the change. Leadership and responsibilities are clear
14. People leading the change respect the power of the culture to make the change a success.
15. Possibilities and options are explored before a specific change is chosen.