

**Teaching
the
Elephant to
Dance
(how
change
happens)**



**YOUR
WAY...**

**Let's get
better
together**

How do you teach the elephant to dance?



‘Change only happens when the fear of the status quo is greater than the fear of the change itself!’

- You need to set fire to the tent!

Group work



- What do you think would be the components of a successful change programme?

Successful change projects have

- A pressing need to change
- A clear migration path - plan
- A way of engaging all the stakeholders
- Clear benefits outlined – the reason is explained
- A way of keeping people in the loop and being communicated with.

Effective change: (our iceberg is melting)

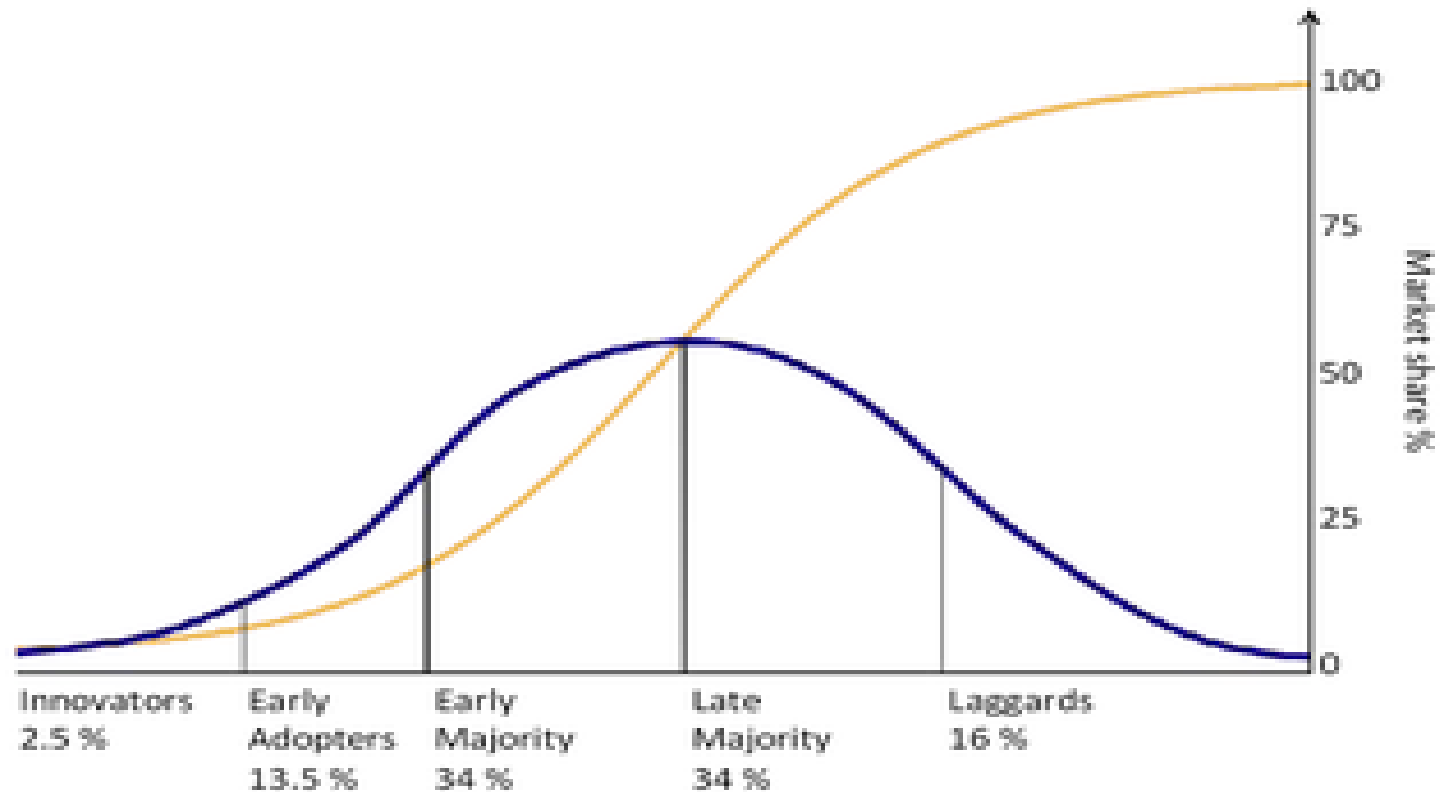
- The need for change
- A steering group: champions and leaders
- Vision and strategy
- What will be different
- Communicate, Communicate, Communicate
- Empower people to act
- Quick wins
- Press on, and make it stick
- Live the new approach and culture



How we adopt change or do we?

- ***All improvement requires change but not all change is an improvement!***
- ***Change for necessity not change sake.***

How does Change happen?



What type of adopter are you?

- Individually, review the statements on the next slide and choose 3 that best represent your normal attitude to change.
- We will then see if you group into types.

What Type of Adopter are you?

1	Known as an innovator
2	Early adopters
3	Want proof and evidence before they commit
4	More pessimistic about benefits and more averse to risks
5	I am best left alone where change is concerned
6	Highly focused and committed to my cause
7	Need proof of benefits
8	Forward thinker focused on the future
9	Late adopter
10	Never in my lifetime
11	Lose interest and move on to the next new cause
12	Protect organisational systems from change
13	Wants simple changes that work
14	Over my dead body
15	Enjoy the limelight
16	Seen it all before
17	Honour reliability and need reassurance
18	Needs small pieces of success
19	We did this years ago and it didn't work
20	Unafraid of radical approaches
21	Will demand changes to what enthusiasts have created

What Type of Adopter are you?

1	Known as an innovator	E
2	Early adopters	V
3	Want proof and evidence before they commit	P
4	More pessimistic about benefits and more averse to risks	C
5	I am best left alone where change is concerned	S
6	Highly focused and committed to my cause	E
7	Need proof of benefits	P
8	Forward thinker focused on the future	V
9	Late adopter	C
10	Never in my lifetime	S
11	Lose interest and move on to the next new cause	E
12	Protect organisational systems from change	P
13	Wants simple changes that work	C
14	Over my dead body	S
15	Enjoy the limelight	V
16	Seen it all before	S
17	Honour reliability and need reassurance	P
18	Needs small pieces of success	C
19	We did this years ago and it didn't work	S
20	Unafraid of radical approaches	V
21	Will demand changes to what enthusiasts have created	V

Adopter types



- Enthusiasts
- Visionaries
- Pragmatists
- Conservatives
- Sceptics

Enthusiasts – *'First to Fiddle'*

- Also known as Innovators
- Highly focused and committed to their cause
- Lose interest and move onto the next new cause
- We need their endorsement, their enthusiasm and their interest.

Visionaries



- Early Adopters
- Forward thinkers focused on the future
- Enjoy the limelight
- Unafraid of radical approaches
- Will demand changes to what the enthusiasts have created

Pragmatists or Early Majority

- Want proof and evidence before they commit
- Need proof of benefits
- Protect organisational systems from change
- Honour reliability and need reassurance

Conservatives – Late Majority

- Being more pessimistic about benefits and more averse to risk
- Late adopters
- Want simple changes that work
- Need small pieces of success

Skeptics - Laggards



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- Best left alone
- Never in my lifetime
- Work around them unless it is a matter of safety
- Consider inequalities

Group work – Think about your change plan

- Is the reason for doing it clear?
- Do you know what benefits the change will bring?
- Who needs to be involved (stakeholders)
- How will you engage the stakeholders?