

STORYBOARD (WHY)



OUR INSPIRATION - AMBITION

What do we want our future to be and why?

OUR VISION



FORCING NEED - URGENCY

What are the compelling reasons for change?

EXTERNAL

INTERNAL



CHANGE STORIES - STRENGTHS & STALLS

Tell about your strengths, obstacles, and role models

BRIGHT SPOTS

OBSTACLES

CROWN JEWELS

ROLE MODELS

SWITCHBOARD (HOW)



SWITCHES - FROM/TO STATES

Imagine and visualize the change in concrete terms

Stop

Mission and Core Values

Start

Stop

Business Model and Value Proposition

Start

Stop

Rituals and Behavior

Start

Stop

Symbol Cloud

Start

ACTIONBOARD (WHAT)



TOUCHPOINTS - INTERFACES

Making the adjustments needed to enable the switches

BUILDING CONNECTION

MANAGEMENT-EMPLOYEES

BETWEEN EMPLOYEES

STAKEHOLDERS-ORGANIZATION

ENABLING STRUCTURE

LEARNING INFRASTRUCTURE

LEADERSHIP BEHAVIOR

RULES & PROCEDURES

ORGANIZATIONAL RESOURCES

TIME

MONEY

QUALITY

ORGANIZATIONAL ADJUSTMENTS

STRUCTURE

PROCESSES

STRATEGY

LEADERBOARD (WHO)



CHANGE COALITION - CHANGE CIRCLES™

Who will lead the change?

SCOREBOARD



CHANGE SUCCESS - FIRST WINS

The proof that change is happening

ACHIEVED (HARD)

LEARNED (SOFT)

DASHBOARD



MEASURE PROGRESS - KPIs

The way we measure change progress

ACHIEVE (HARD)

LEARN (SOFT)