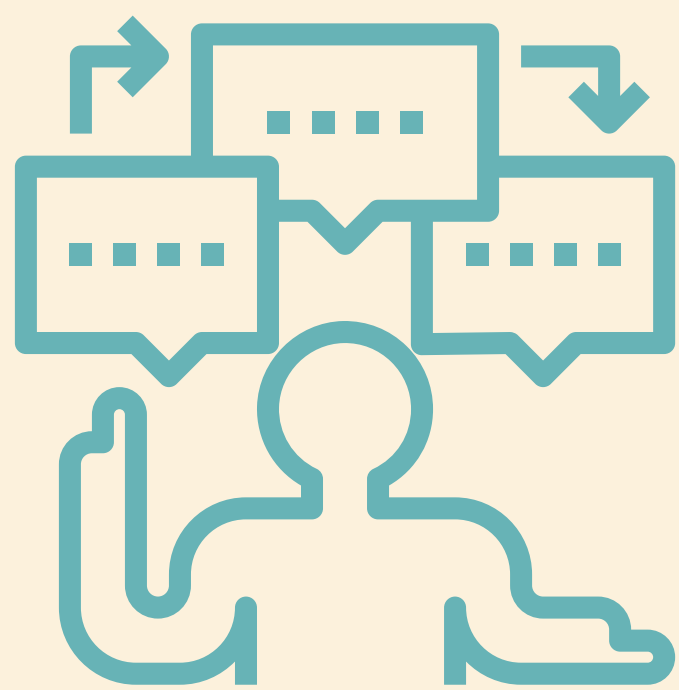


Why your change initiative won't stick and how to fix it

Despite change and adaptation being vital in any business setting, 70% of change initiatives fail. We've listed some key reasons for this, and put together a few ways you can make sure that your change initiatives are worth your time.



Insufficient planning

Change initiatives are big undertakings, and almost always bigger than they first seem.

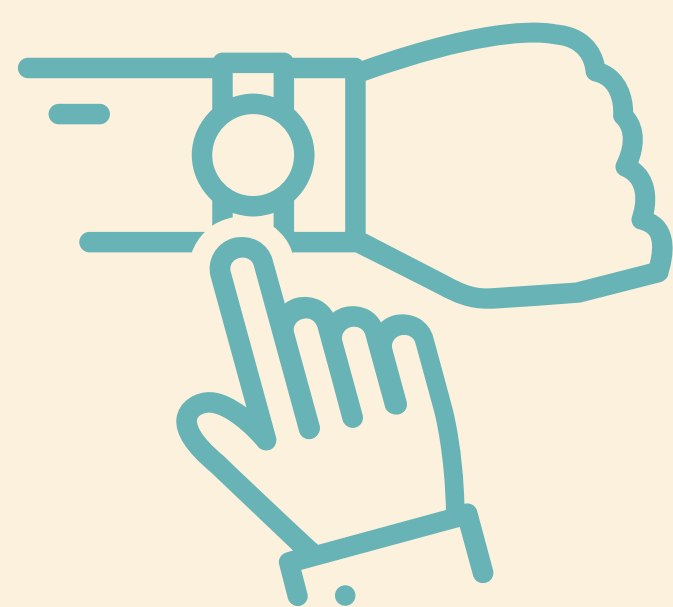
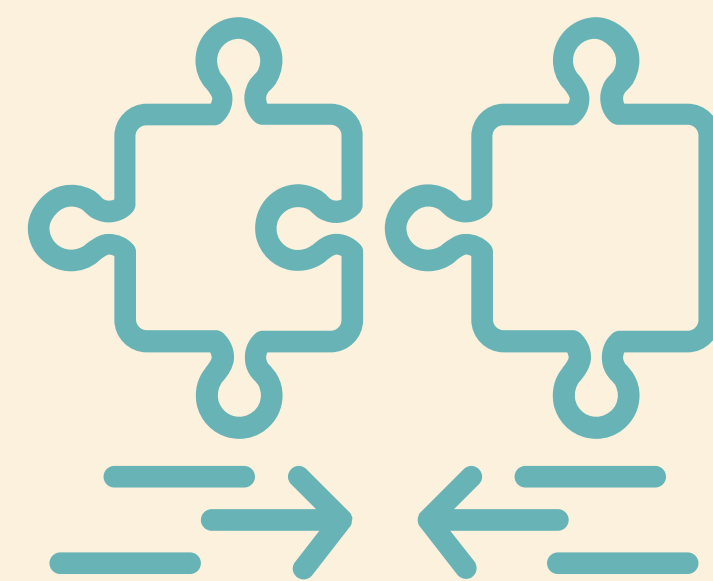
So your department is going paperless. Great! Have you considered acquiring extra digital storage? Setting time aside for training? Making your people aware of the additional cyber safety risks?

Thorough planning will give you a better understanding of the scale of the initiative, and ensure you don't miss important steps. Two heads are better than one here so get a team together!

Lack of leadership involvement

It's difficult to get strong internal support for your change initiative without involving those in senior positions. Get leadership on board early on so that they can have their say and give their backing.

Leadership needs to live the change, not just say it, but do it too! With early involvement they can champion your change initiative from the top, and become the spokespeople of your internal communications.



Poor timing

People need time to digest change, so your initiative must take place at the appropriate time.

For example, if you're upgrading the CRM system, bear in mind any ongoing CRM-based projects that your people will be working on.

To make change stick you have to make sure your people are on your side, so don't make their job harder.

Imposing not involving

Give your people as much information as possible early on. Share the purpose of the initiative and explain the 'why?'

Most importantly, explain how the change will benefit your people. This will help them to feel like they're a part of the change, and not just powerless bystanders.



Do you have an upcoming change initiative you need to communicate to your people? We'd love to help. Email us at hello@insideoutconsulting.co.uk or visit our website insideoutconsulting.co.uk.

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