

Getting your story straight: five things to consider when developing your transformation narrative

If you're about to embark on a transformation journey, one of the first questions you need to ask yourself is how you will bring your people along with you. In this short guide, we look at five things you need to consider when you're developing your transformation narrative.

1. Why are you doing it?

Simon Sinek has been talking to us about the power of *why* for a while now. And it really is vital that we start here. Tell your people why you're making the change. They'll want to know what's broken, why now and why you, so be prepared to answer these tough but important questions.



2. What is going to change?

The detail may not be there yet, but can you paint a picture of what will happen at the end of the change? Can you articulate your vision and then share it with your people. Don't just think of the new payroll platform that you'll have at the end of the project, but think about the way they'll have an easier, quicker to use payroll system that also allows them to run payroll more accurately (or whatever the case may be). Simply put, think about the resulting benefits of the change to their jobs and lives.

3. When will the change happen?

Ok, so we're making a change. We know what we're going to be doing and why but when will be the next question on people's lips. And the more detail you're able to give here, the better. They'll want to know that you've considered other major initiatives that are happening and pulls on their time, so be mindful of these before sharing your ambitious roadmap with them.

4. Who is the change happening to?

While you're probably clear who will be receiving the end change, have you thought about all of the people along the way who may experience a change to a process or service? Nothing beats a really thorough stakeholder mapping activity at the outset. This will help you develop your narrative and make sure your messages appeal to everyone who'll come into contact with your programme or initiative.

5. How can they be part of it?

No one will understand the work they do better than the people who do it. So involve your people in the change process and ensure they are aware of how, when and why they need to provide feedback. Give them plenty of time to do it and think about the different mechanisms available for them to share their thoughts - not everyone likes to put their voice or even their name to feedback so ensure there are more discreet options available.



Follow this proven plan and you won't go too far wrong. If you do or you need some help from our expert storytellers, give us a shout at support@insideoutconsulting.co.uk and we'll be only too happy to help you.

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