

# Fueling the Ambition to 'Change How We Do Change'

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## Agenda

- 1 Leading change, today
- 2 Turning the corner
- 3 Applying structure and intent
- 4 Building enterprise capability
- 5 Changing how we do change

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Fueling the Ambition to 'Change How We Do Change'		
	Mindset	Actions
1	Leading change, today	<i>Your next best action</i>
2	Turning the corner	<i>Your next best action</i>
3	Applying structure and intent	<i>Your next best action</i>
4	Building enterprise capability	<i>Your next best action</i>
5	Changing how we do change	<i>Your next best action</i>

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## Free Prosci Resource



### + CASE STUDIES



Federal Aviation  
Administration



UNIVERSITY  
of VIRGINIA



<https://empower.prosci.com/why-building-change-capability-is-a-smart-investment>

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## The Goose Story

Fueling the Ambition to Be a Leader of Change

1 The importance of defining goals

Successful change can be unlocked

2 The importance of teamwork

Enlist others in your ambition

3 The importance of sharing the workload

Build and draw upon the strength of others

4 The importance of empathy and understanding

Change is challenging

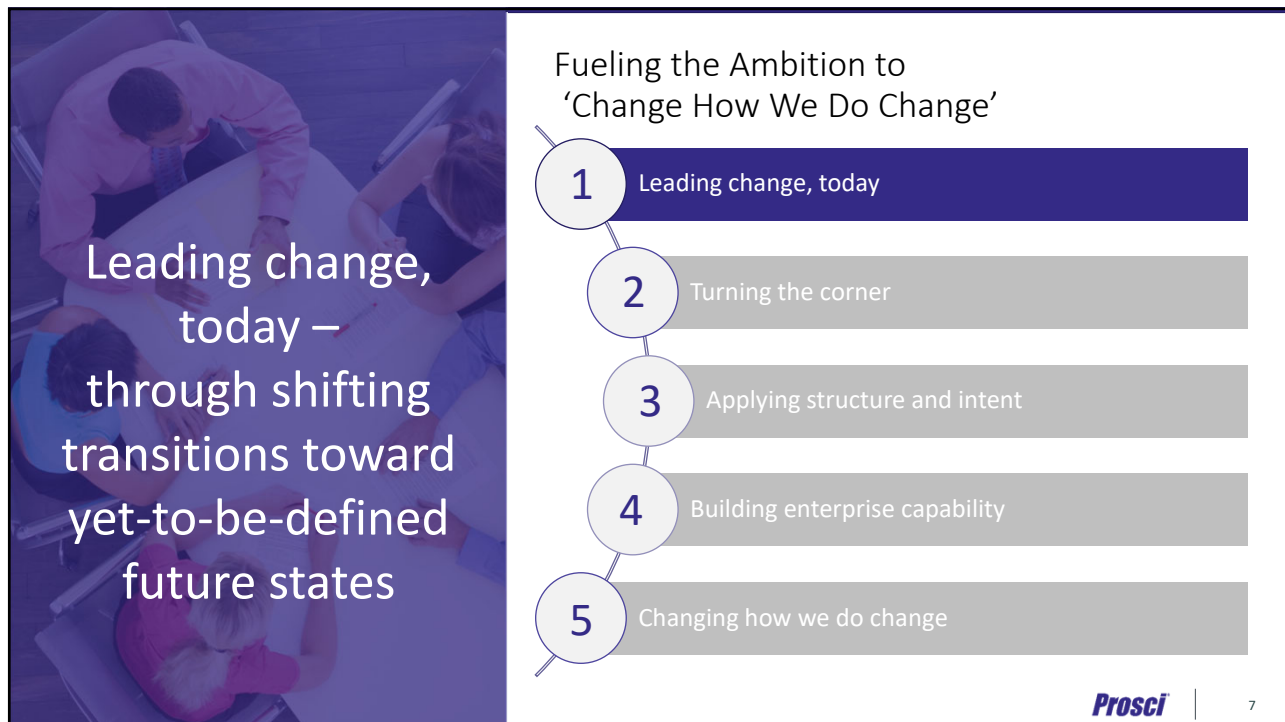
5 The importance of encouragement

Give support, confidence or hope

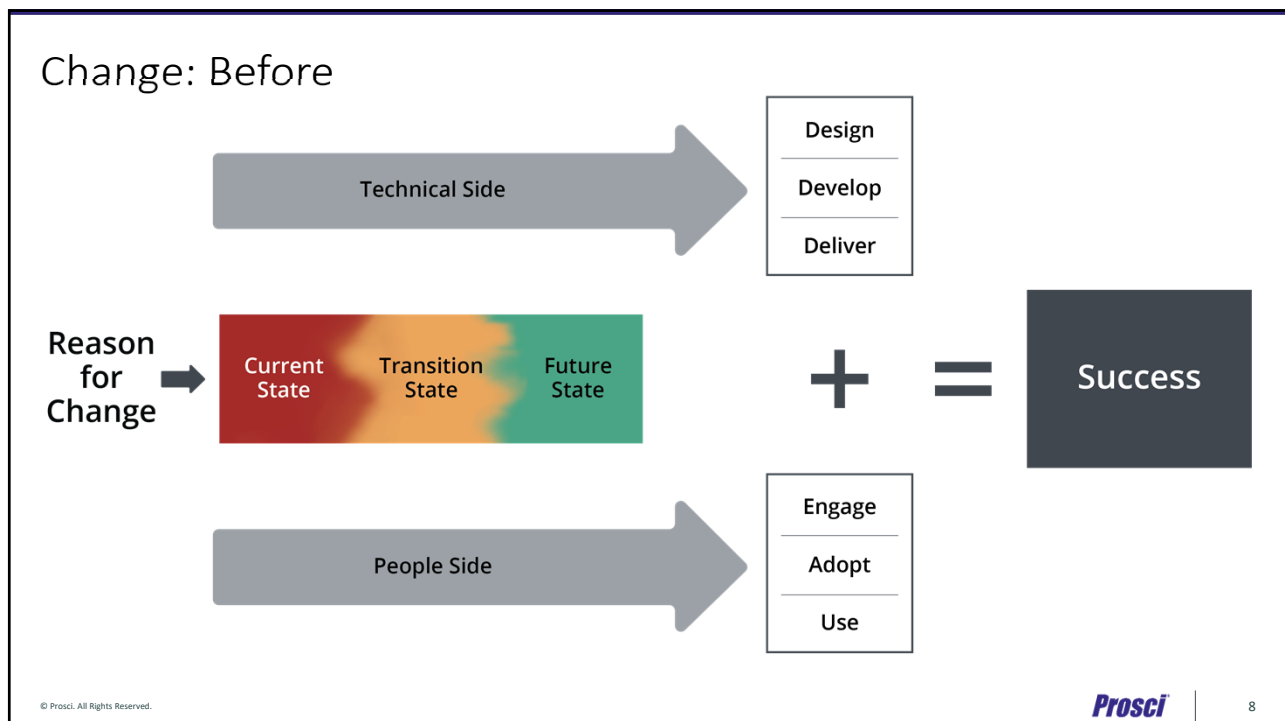
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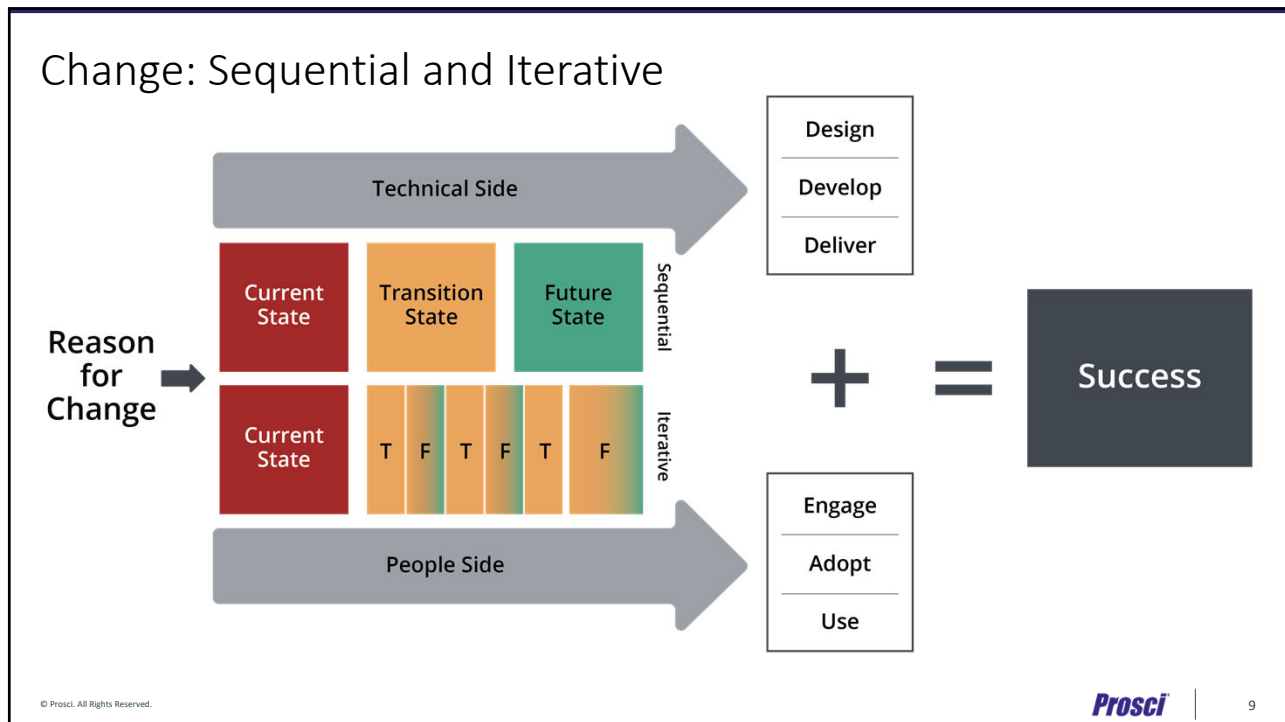


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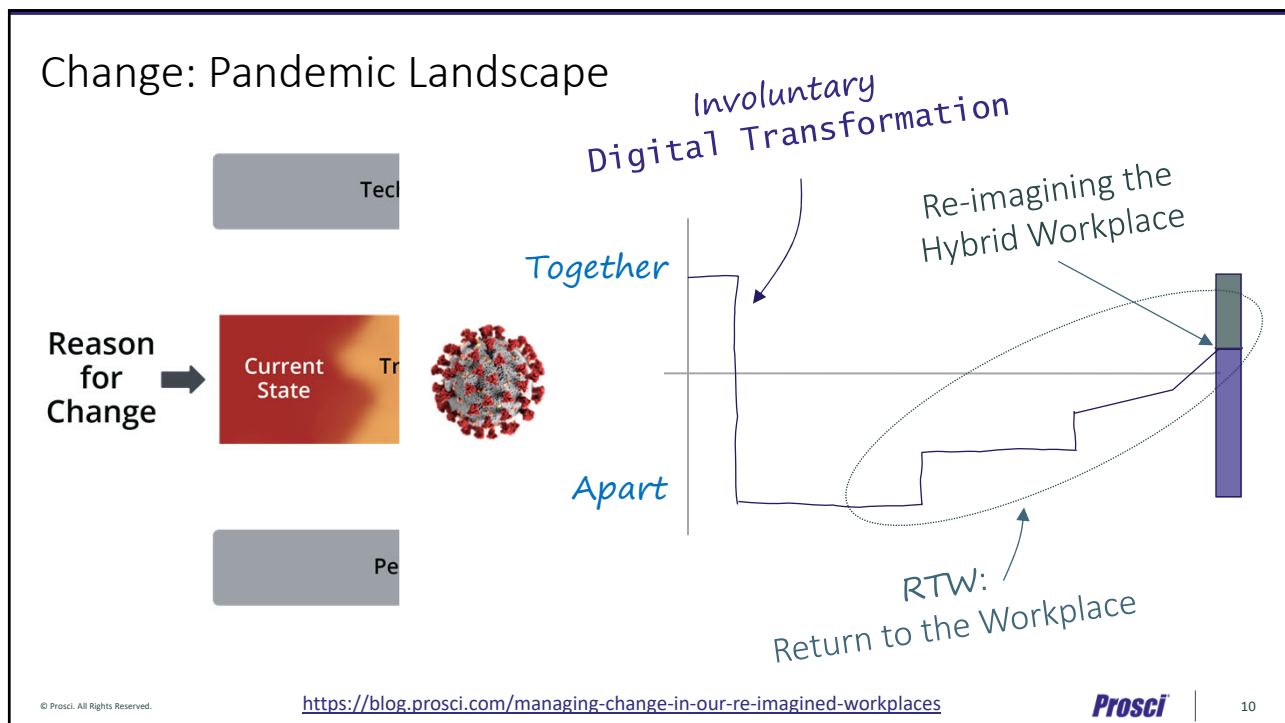


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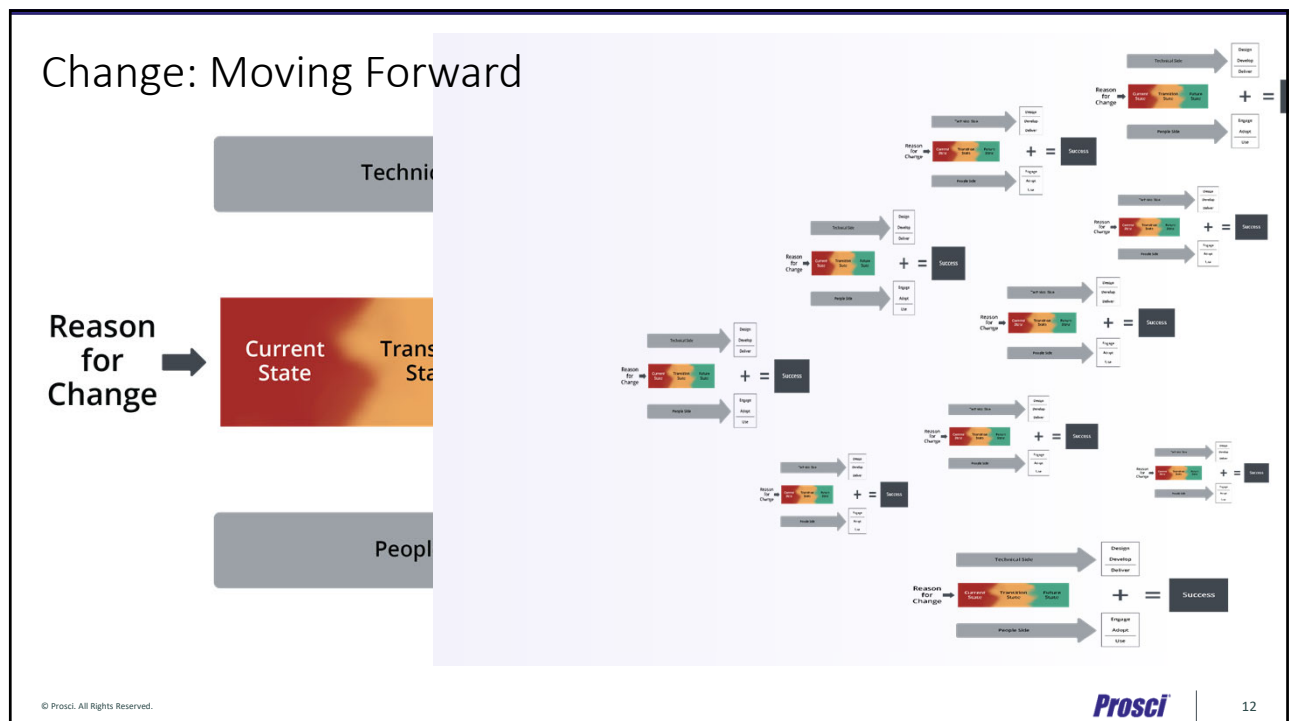
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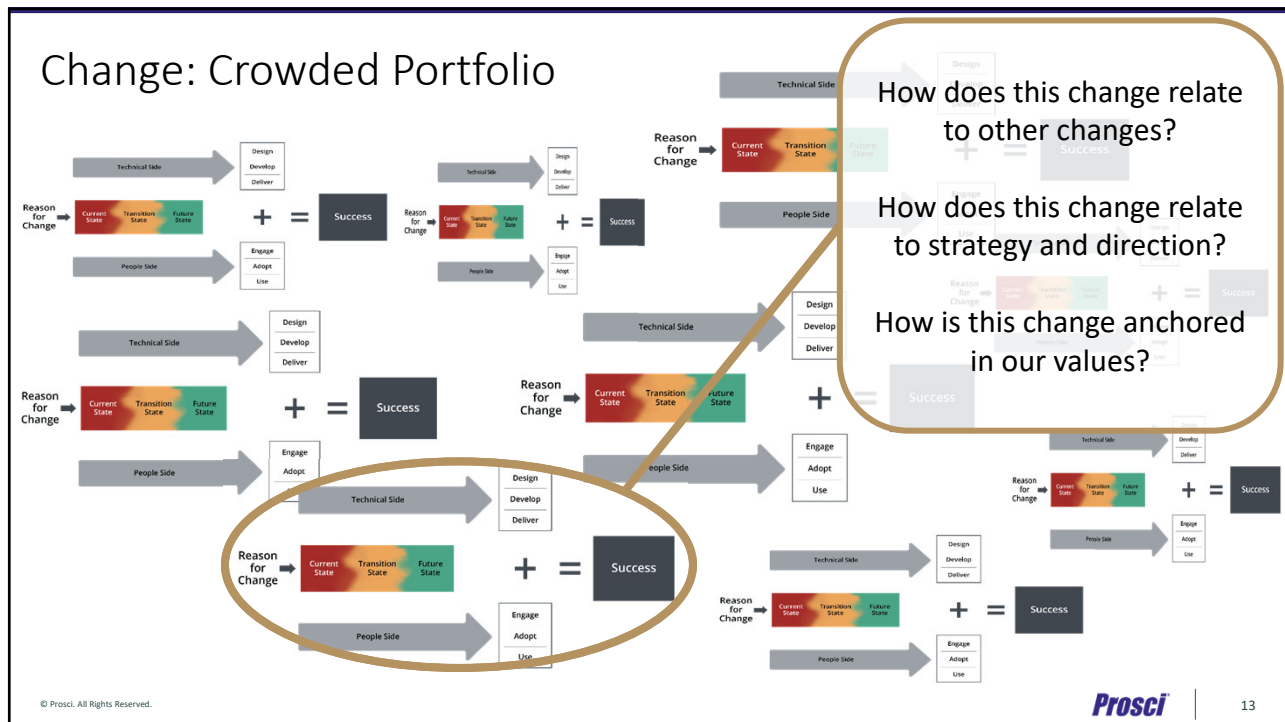
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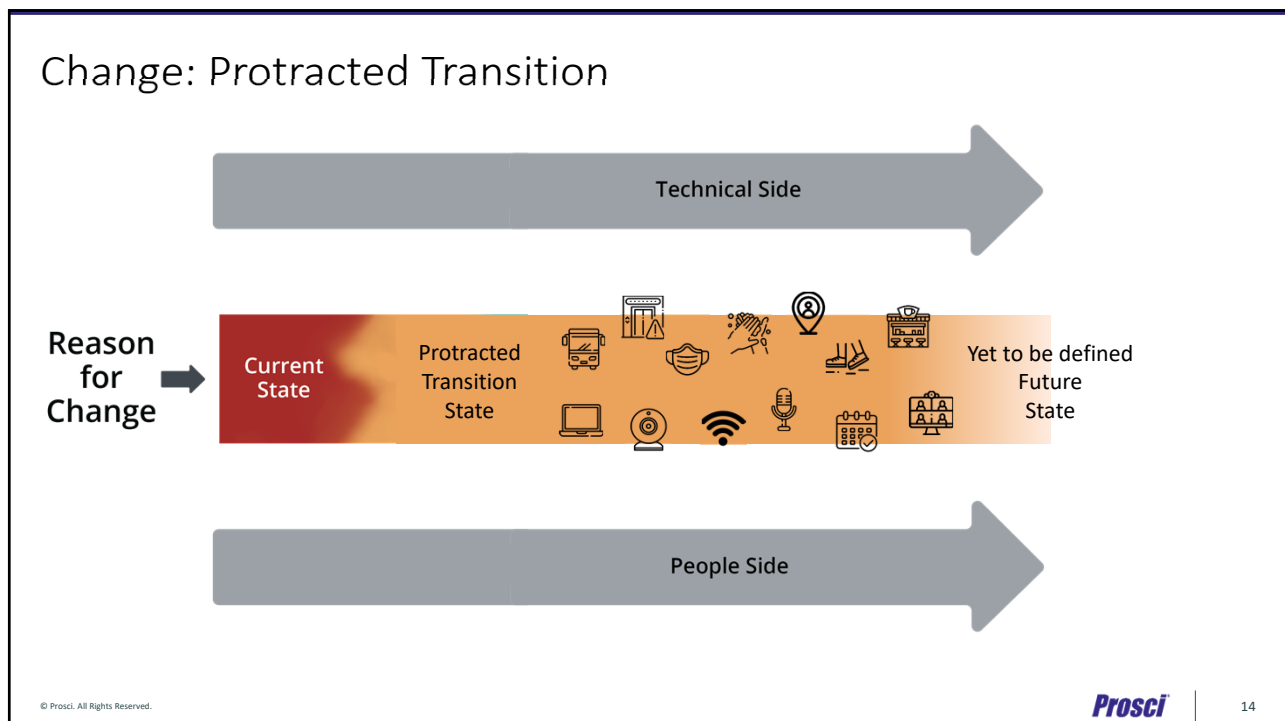
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## Fueling the Ambition to 'Change How We Do Change'

Mindset	Actions
1 Leading change, today	<ul style="list-style-type: none"><li>✓ Involuntary Digital Transformation</li><li>✓ Return to and Re-imagining of the Workplace</li><li>✓ Shifting success horizons</li><li>✓ Crowded change portfolios</li><li>✓ Protracted transitions and unknown futures</li></ul> <p><u>Your next best action</u></p>
2 Turning the corner	
3 Applying structure and intent	
4 Building enterprise capability	
5 Changing how we do change	

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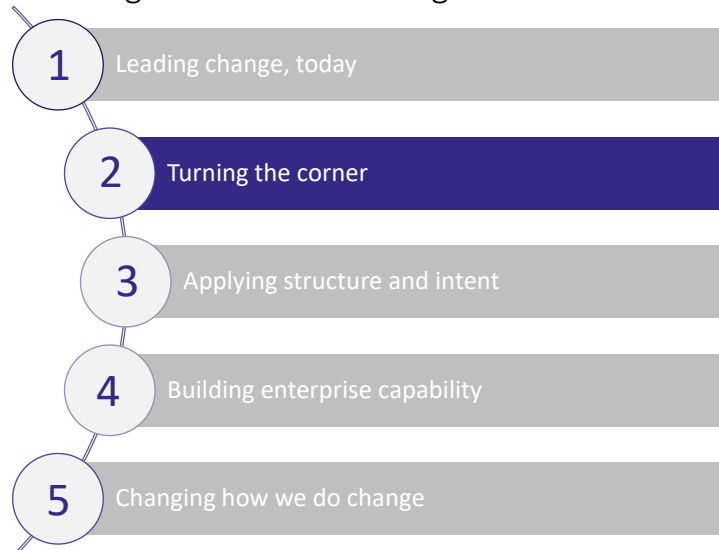
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Turning the corner  
– from project-  
based change  
to building an  
enterprise change  
capability

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There will still be project-based change  
(and change management)

AND

Today's change conditions require  
iterative and adaptive change, achieved  
through enterprise change capability

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Today's change conditions require iterative and adaptive change achieved through enterprise change capability



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Application of a **structured process and set of tools** for leading the people side of change to **achieve a desired outcome:**

Change Management

Structured and intentional approach to **build change capability** and increase maturity to **improve agility and portfolio success:**

Enterprise Change Management

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## Building Change Management Capability is a Journey

Where you are today

How are we going to get there

Where you want to get

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## Fueling the Ambition to 'Change How We Do Change'


Mindset	Actions
1 Leading change, today	<ul style="list-style-type: none"><li>✓ From project application to enterprise capability</li><li>✓ Pandemic response – for iterative/adaptive change</li><li>✓ Strategic decision – to increase maturity</li></ul> <p><u>Your next best action</u></p>
2 Turning the corner	
3 Applying structure and intent	
4 Building enterprise capability	
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Applying structure and intent and an organized process to build enterprise change capability

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## Applying Structure and Intent

Define your  
ambition

Gauge your  
maturity

Map out your  
unique strategy

Take action!

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## Define your ambition

What would I find in your organization in three years  
when you've succeeded at building enterprise change capability?

Active & Visible  
Leadership

Common  
Language

Mindset for  
Change

Integrated  
CM/PM

Community of  
Practice

Activated Change  
Enabling Roles

Accelerated Business  
Outcomes

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<https://blog.prosci.com/why-invest-in-enterprise-change-capability>

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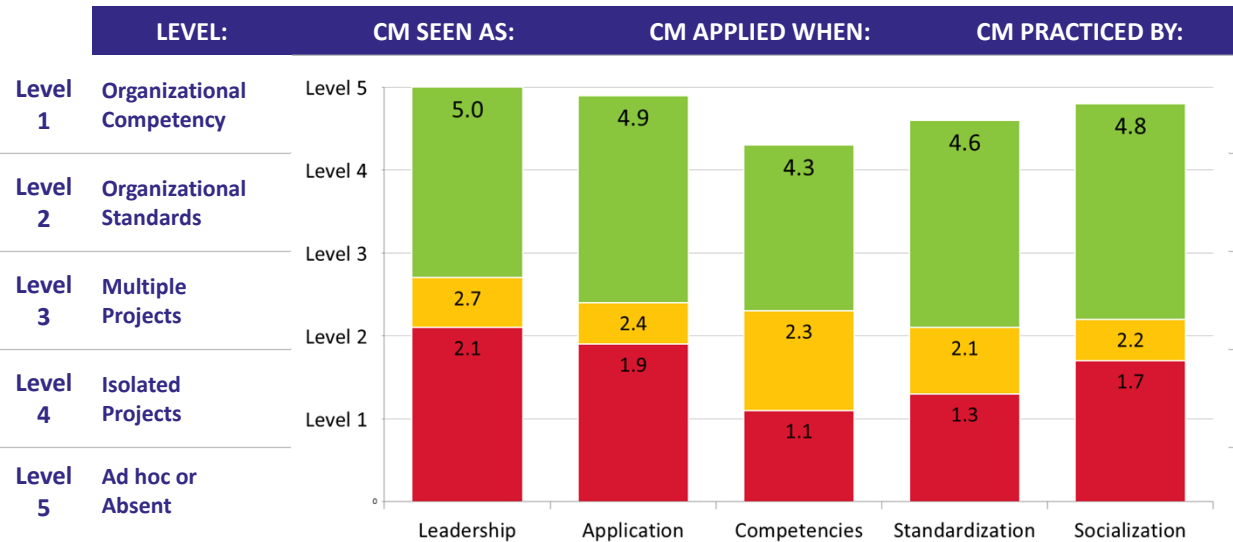


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## Gauge your maturity

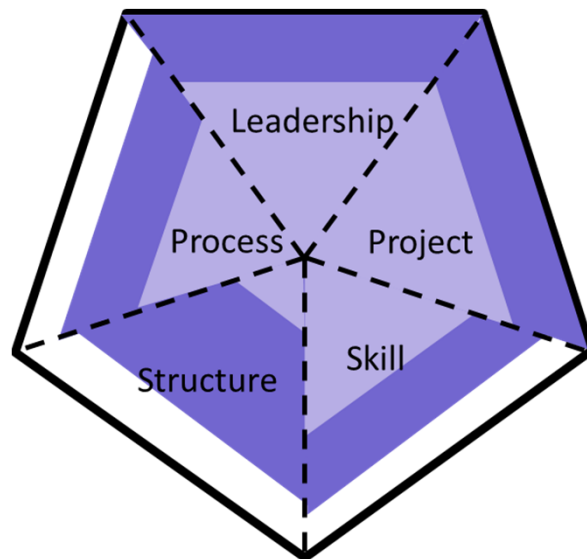
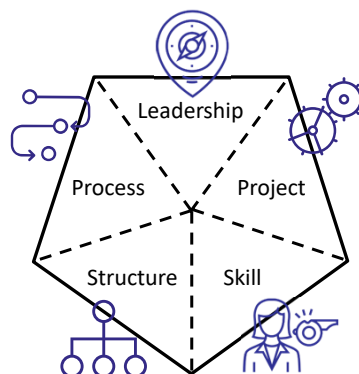
**Prosci®** Change Management Maturity Model™



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## Map out your unique strategy

### Prosci® ECM Strategy Map



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## Fueling the Ambition to 'Change How We Do Change'

Mindset	Actions
1 Leading change, today	<div><ul style="list-style-type: none"><li>✓ Define your ambition</li><li>✓ Gauge your maturity</li><li>✓ Map out your unique strategy</li></ul><div><u>Your next best action</u></div></div>
2 Turning the corner	
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Building enterprise capability for individual and organizational resilience and growth

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There is still a need for more change practitioners

**AND**

Today's change conditions require  
building change competencies  
across and throughout the organization

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Change Practitioners Are Like  
the Director of a Play

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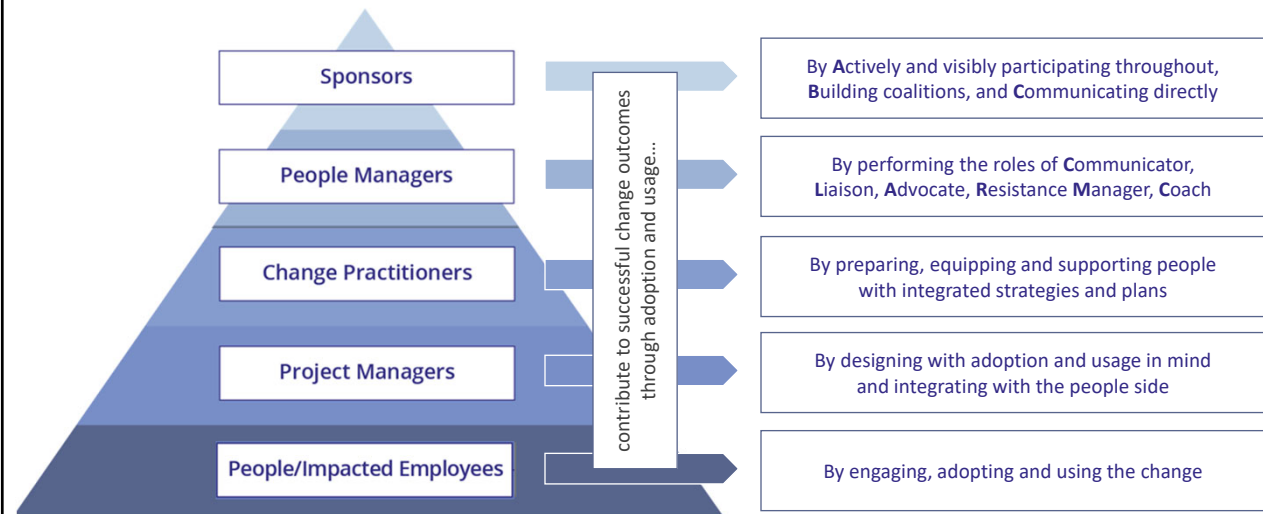
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## Who Does What When We Manage Change?



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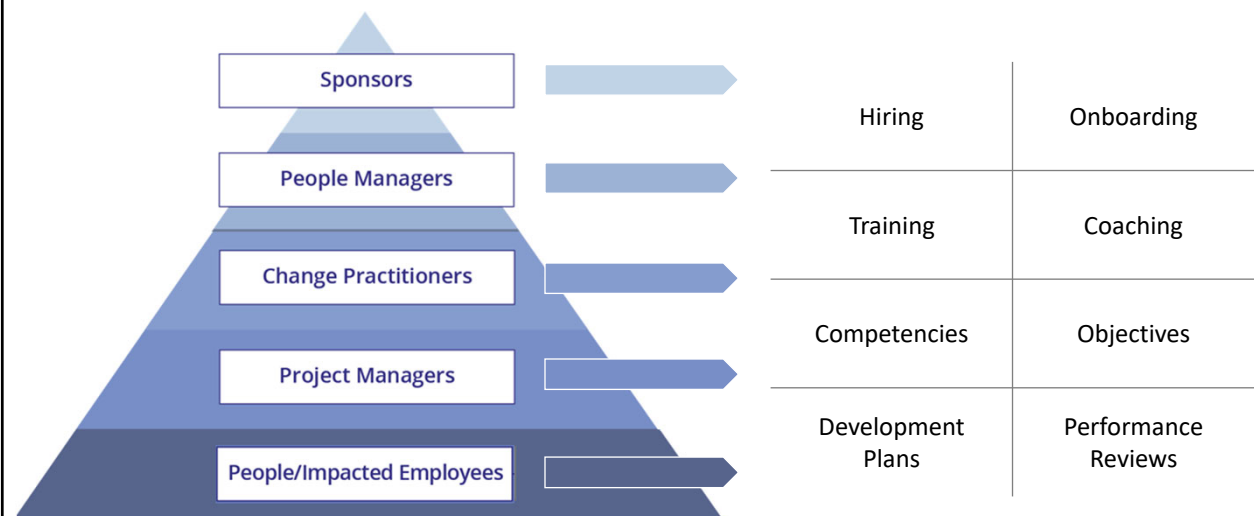
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## How Do We Grow Capabilities Throughout?



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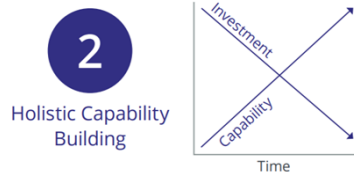
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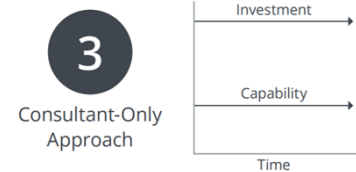
## Approaches And Results



This approach is popular among organizations that are **newer to change management** or **have not yet garnered support** for building enterprise change capability.



This approach is best for organizations **facing major, high-risk initiatives on an ongoing basis**, and needing to build a **culture of change** that executes with **speed and agility**.



The consultant-only approach is common among organizations that are **not pursuing a path** to enterprise change capability yet **need to manage selected changes**.



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Mindset	Actions
<b>1</b> Leading change, today	<ul style="list-style-type: none"> <li>✓ Resilience and growth</li> <li>✓ Entire system – across and throughout</li> <li>✓ Holistic capability building</li> </ul> <p><u>Your next best action</u></p>
<b>2</b> Turning the corner	
<b>3</b> Applying structure and intent	
<b>4</b> Building enterprise capability	
<b>5</b> Changing how we do change	

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Matching matters

Effort to Effect  
Response to Situation  
Solution to Opportunity

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Solution Laps

Lap 1  
Lap 2  
Lap 3

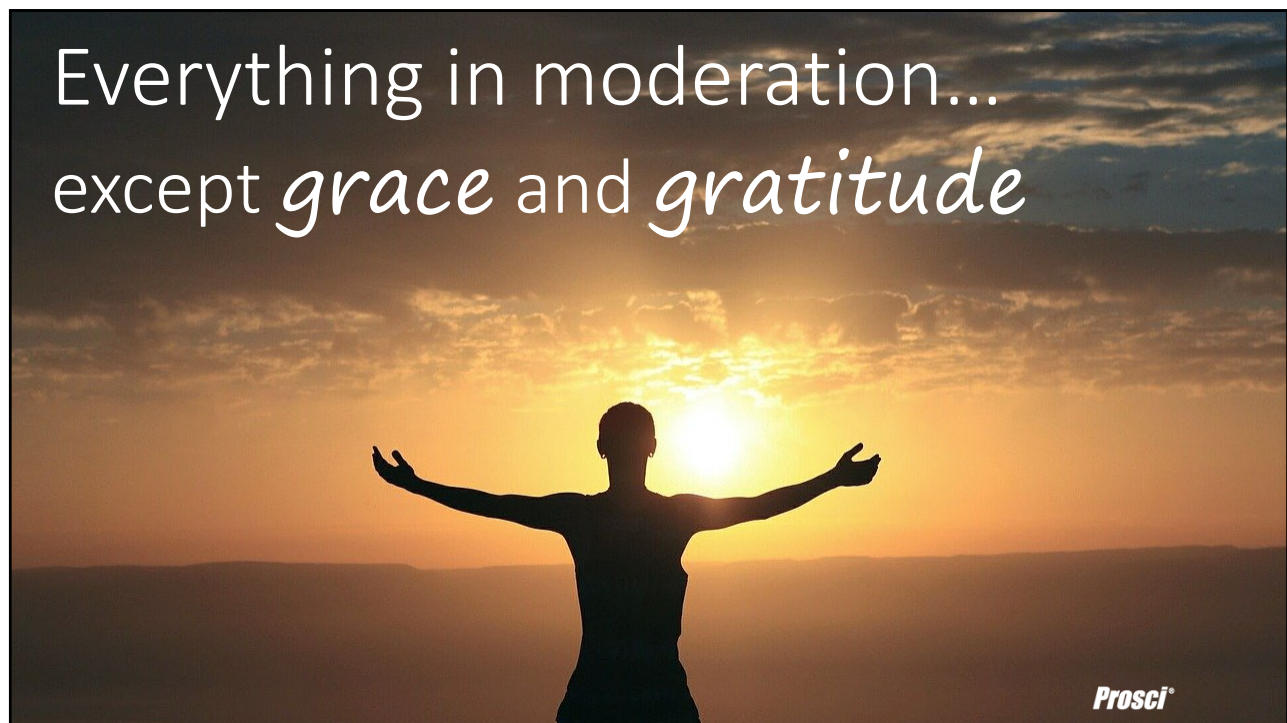
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## Agenda

- 1 **Leading change, today** – through shifting transitions toward yet-to-be-defined future states
- 2 **Turning the corner** – from project-based change to building an enterprise change capability
- 3 **Applying structure and intent** and an organized process to build enterprise change capability
- 4 **Building enterprise capability** – for individual and organizational resilience and growth
- 5 **Changing how we do change**

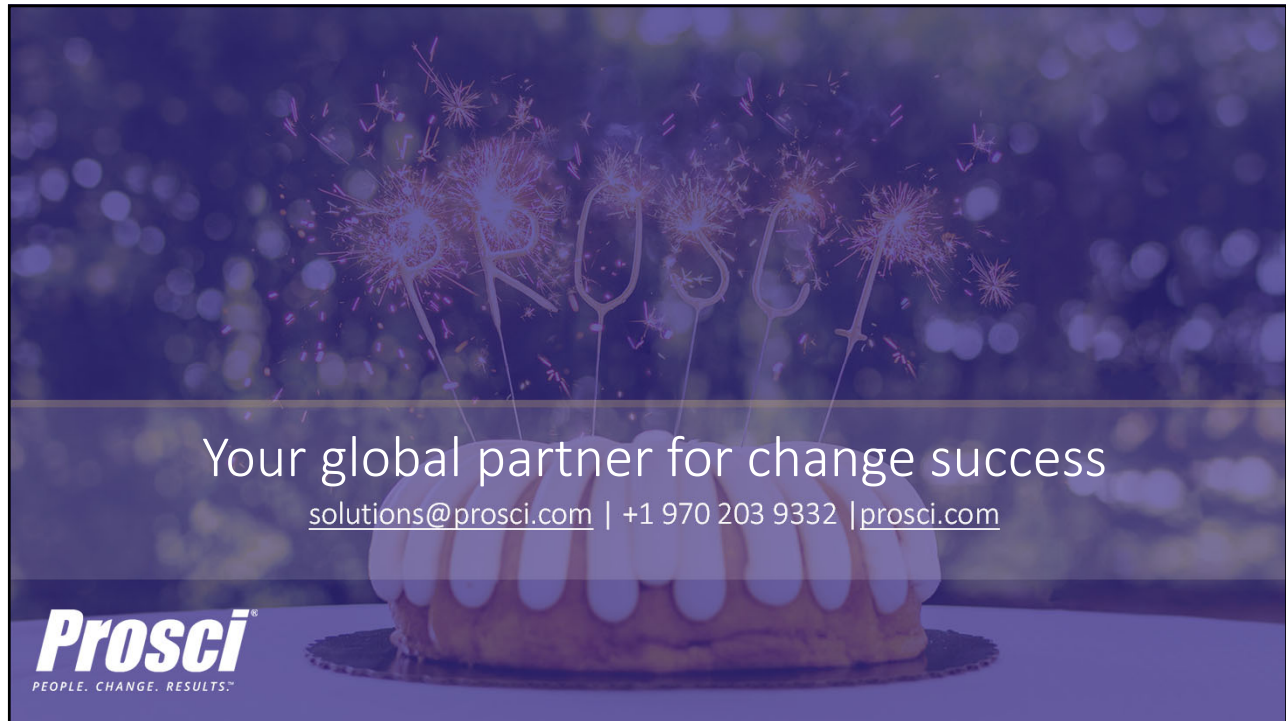
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