

## **Leadership at Work: Building Trust and Dealing with Change**

*“Change is not easy, but it is simple.  
Things will always change.  
We don’t have a choice about that,  
but we do have a choice on how we react to change...”*  
*Mac Anderson, author and Founder of Simple Truths*

### **How Can We Help People Accept Change?**

- Communicate effectively and often
- Appeal to their emotions first – what’s in it for them?  
    *“See – Feel – Change”*  
    Change is only appreciated if it is meaningful or appreciated in the eyes of the beholder.
- Believe and help them believe they will succeed
- Respect the Growing Process – change takes time to take root
- Create a climate that rewards risk and creative effort

### **How Do We Communicate Change Effectively?**

- Keep it Simple! Less is always more
- Make it Memorable
- Repeat Often
- Show Evidence that YOU Believe it is Necessary and Good

### **How Can We Implement Change Successfully?**

- Focus on Strengths and Build Them Further
- Identify and Remove Barriers
- Simplify the Message – Make the complex simple and present it in a concise, compelling fashion
- Lead with Speed – if you don’t act quickly, it is too easy to get distracted or stop
- Create Quick Wins and Small Wins Along the Way
- Let YOUR actions lead the way

- Foster a Spirit of Teamwork – “Old Warwick”
- Celebrate Successes!! All along the journey....
- Measure Results – “What we measure gets improved.” Are we making progress?
- Inspire them with stories – “A storyteller, like a travel agent, can help gather us up from wherever we are, and put us down in another setting.”
- Stand *with* them, not *above* them
- Pull the weeds – if someone or something doesn’t work well, take the risk to change
- Reinforce, Reinforce, Reinforce – keep the “change message” alive until the behavior is consistent with the new goal

*“Change can be a wonderful gift.  
It is the key that unlocks the doors to growth and excitement  
In any organization.”*