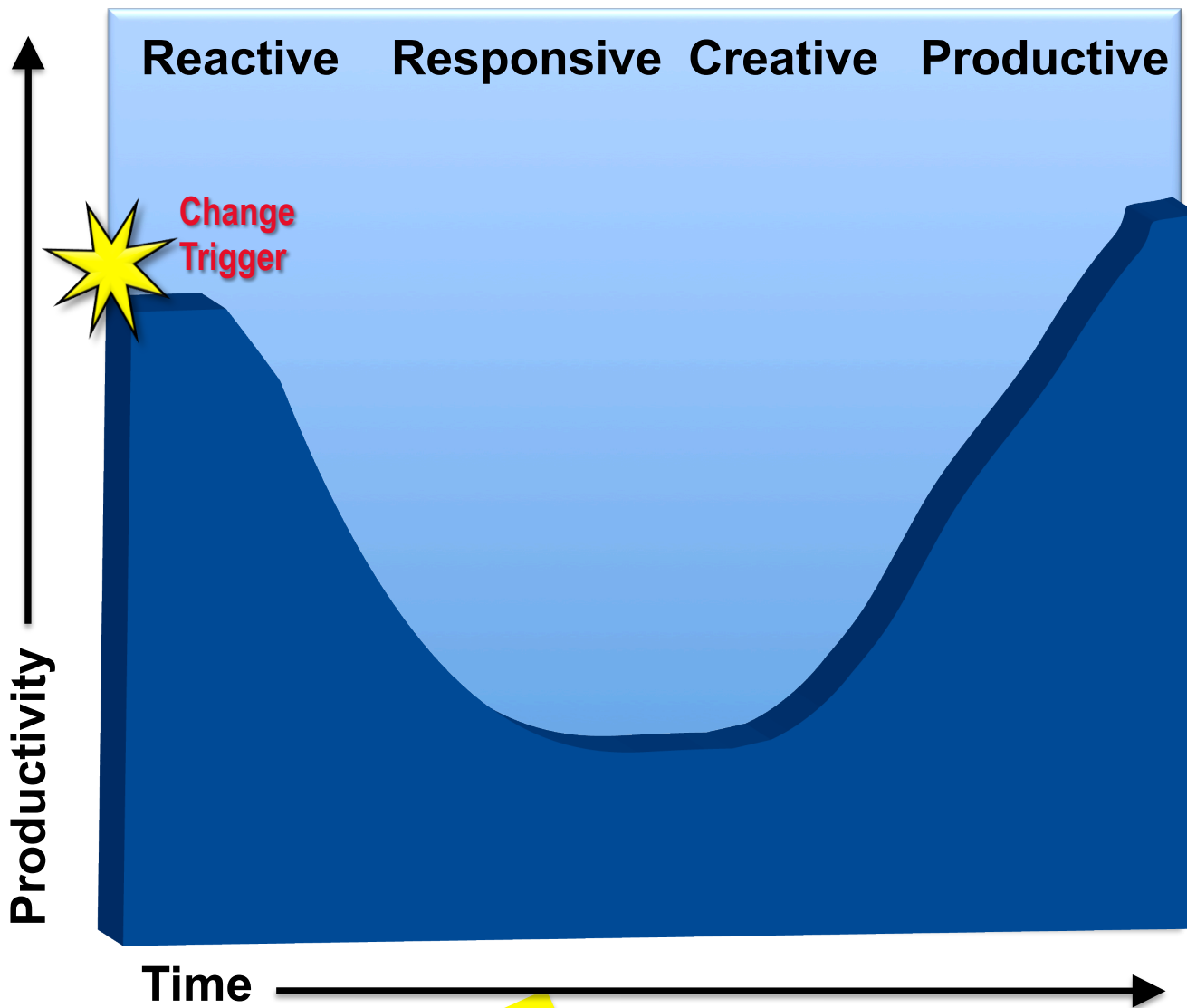


MAINTAINING MOMENTUM DURING CHANGE

Managing the **FOUR** Stages of Change



Suggestion: Continue to clarify direction, set goals and improve measurements

4

Productive Stage

Typical Reactions:

New direction is evident
Change is viewed as positive
The right things get done
Excitement continues to build
Employees are very engaged
Focused new energy

1

Reactive Stage

Start Here

This could be really bad
OMG!

What problem?
Things will be fine.

Typical Reactions:

Denial can be common
Uncertainty dominates
Wide variation of reactions
Heightened emotions
Concern over losses
Rumors are everywhere
People start pulling back

Suggestion: Say as much as you know and be as open as you can about how this change will effect individuals and the team

You know what, this might work!

3

Creative Stage

Suggestion: Now is the time to build a culture of teamwork, interdependence and cooperation

Typical Reactions:

Some see opportunity
Catalyst for creative ideas
Many tire of looking back
Excitement starts to build
Eagerness for normalcy
Focused new energy
Some passive acceptance

Things are really getting bad!

Did you hear that....?
No, really, I heard...!

2

Responsive Stage

Typical Reactions:

Starting to face reality
Uncertainty only increases
Wide variation of reactions
Focus is on coping
Anger and short tempers
Rumors abound
People really holding back

Suggestion:

Maintain a sense of urgency and remind the team of the necessity of making the change

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