



Bridgespan's High Level Approach to Leading Change in Organisations

For each stage of the change process we ask Leadership Teams to answer a core question to propel the process forward.

Before we start on the staged approach, the first step is to make sure that the Leadership Team is strongly supportive of the need for change and the type of change to be introduced. Once that's done, here are the stages we work through:

The Starting Point:

1. Articulate the need for change;
Q. How can we get more people to understand the need for change?
2. Create a vision for the future and a way to achieve it
Q. What appealing communication methods and content can we use?
3. Separate the future from the past
Q. How can we keep the best from the past and leave the rest behind?
4. Create a sense of urgency
Q. How can we convince everyone to get 'on board' now?

Building the organisation's Ability to Change:

5. Support a strong Leadership Team with a clear role
Q. What and how should the top team lead the change?
6. Line up broad based 'sponsorship' across the organisation
Q. How to gain support from informal influencers / opinion makers?
7. Craft an implementation plan
Q. How to get 'quick wins' and gather momentum?
8. Develop enabling structures
Q. What obstacles will be faced and how will we overcome them?
9. Communicate, involve people and be honest
Q. How can we communicate more and more effectively?

Sustaining the Change:

10. Reinforce and embed the change
Q. How can we make the change part of the organisation's culture?

Contact Bridgespan to learn how we can support you to implement your restructure.

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