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"Wait a Sec...This Is Different" - Understanding Change and the Frameworks to Guide Success Through It

White City Ballroom | 8th Floor

July 25, 2023

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Change is an inevitable phenomenon for almost all organizations, but it could be a very stressful experience for employees. Often, change is not welcomed nor managed well, and the very nature of implementing a new enrollment management system is all about making change.

Agenda

1. Meet Our Presenters

2. Defining Change Management

3. The Light Bulb

4. Tools You Can Use

5. Questions/Comments/Concerns

Meet Our Presenters

Domenic Lomanno

Client Success Director

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Change Management in Higher Education

The only constant is change, continuing change, inevitable change, that is the dominant factor in society today. No sensible decision can be made any longer without taking into account not only the world as it is, but the world as it will be.
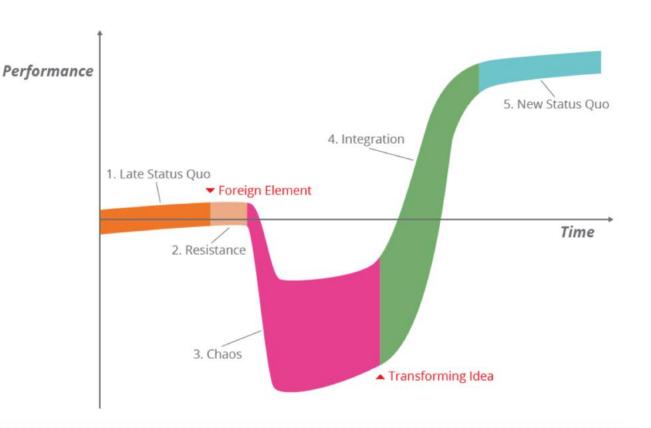
— Isaac Asimov

Change management is a process of overseeing and facilitating change at any level where it occurs.

It involves preparing, supporting, and helping individuals, teams, and organizations in making organizational change.

The purpose of change management is to **implement strategies** for effecting change, controlling change, and helping people to adapt to change.

The Satir Change Model

- The Satir Change Model is a five-stage change model that describes the impact of change on feelings, thinking, performance and physiology.

- It was developed by Virginia Satir, a family therapist and author, to help people improve the way they cope with major, unexpected change.

- Although the model was originally developed for family therapy, it also applies to how people cope with organizational change.

Change Management Principles

"Tools You Can Use"

Start with the end in mind

Successful change initiatives typically begin with leaders, who should be in alignment before the project is launched. To gain this alignment, all major stakeholders who will be affected by the change - and who can influence the changes being implemented - should be brought together.

Understand the institution's culture

It's critical that leaders take time to understand the institution's existing culture before embarking on a change initiative. Any undertaking that doesn't align with, act on, or uphold the institution's values will likely encounter resistance.

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Change Management Principles

"Tools You Can Use"

Communicate, communicate, communicate

Know the media that work best for your audience. It's likely that the same information needs to be communicated in various ways—through numerous vehicles and with substantial opportunities for multidirectional dialogue—to create the critical mass of knowledge needed to make the message matter.

Walk a mile in the shoes of those whose roles will change

The employee experience should be treated the same way as the customer experience. Therefore, it's important to understand every step of the change journey for faculty, staff, and administrators and how it could affect their day-to-day work.

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Change Management Principles

"Tools You Can Use"

Create win-wins and align incentives

Find ways for the university, departments, and individuals to benefit from the envisioned changes.

Embrace relentless incrementalism to help achieve radical change

Starting with a bold goal in mind and taking small steps relentlessly can build organizational capital in the same way that compounding annual investment returns can build wealth.

Change Management Principles

"Tools You Can Use"

You won't get what you don't measure

That's why it's critical to ensure that leadership is aligned on the project's vision and change management success criteria from the start. In addition, it's important to create mechanisms for objectively measuring and monitoring success. The resulting data and insights can then be used to continuously calibrate the change management plan to the reality on the ground.

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Q&A

Thank You

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