6 Cs of Change Management

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Change is Permanent

Change is the Mantra of the 21st Century

Change or Die
Change Failure

Over 80% of Change Initiatives Fail due to Poor Execution
Failure To Execute

Innovation

Ongoing Operations
Change Management: HR’s Role

Uniquely Positioned

Behaviorally Driven
6 Cs of Change Management

Communication

Critical Need ➔ Contribution

Celebration

Commitment

Communication

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6 Cs
Communication

Critical
Multi-Media
Individualized

Constant
Timely
Two-Way
Factual
Critical Need

Why

Unify Leaders
Saboteurs
Line of Sight

Who Moved My Cheese?
CRITICAL NEED – Key Stakeholders

IDENTIFY CHANGE SUPPORTERS, SABOTEURS, & FENCE SITTERS

WHAT’S IN IT FOR ME
Robinson’s Behavior Change

7 Steps to Behaviour Change

I know I should
Knowledge

I want to
Desire

I can
Skills

Optimism
It’s worthwhile

Reinforcement
Well done

Stimulation
I’m joining in

Facilitation
It’s easy

Robinson 1998
Contribution

Get Buy-in  Ask for Help

EMPOWER THE HOW
Contribution – Getting Buy-in

The cultural paradigm

Processes
Stories and Symbols
Ritual and routines
Power structures
Control systems
Organizational structure

Resistance is futile.
Commitment

Give the Why & What

Ask & Answer Questions

Ask Others to Create the How
Sustained Commitment

Focus Groups

Brainstorming

One-on-Ones

Team Meetings
Completion

Track Progress

Check Off Completed Steps

MAINTAIN MOMENTUM
Completion – Bite Sized Pieces

Easier to Swallow

Quick Wins
Celebration

Broadcast Results
Recognition
Short Term Rewards
Celebration

MAINTAIN MOTIVATION
Summary

Change is a process, not an event.
6 Cs of Change Management

- Communication
- Celebration
- Critical Need
- Conclusion
- Contribution
Questions??????

Thank You

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