

A large, vibrant yellow spiral graphic that starts from the top right and winds its way towards the bottom left, filling the right half of the slide. The spiral is composed of thick, overlapping bands of yellow, creating a sense of depth and movement.

# **LEADING CHANGE: COMMUNICATING CHANGE EFFECTIVELY**

## **ELEVATOR SPEECHES**

A string of seven autumn leaves hanging against a light background. The leaves show a color progression from green on the left to red on the right, representing a seasonal change. The text "INTRODUCTION TO CHANGE" is overlaid in white, bold, uppercase letters across the middle of the leaves.

# INTRODUCTION TO CHANGE

# AN EQUATION FOR SUCCESS



**Quality  
of Solution**

- data
- analysis
- facts

**Acceptance  
of Solution**

- buy-in
- commitment
- energy
- passion

**Excellence  
of Solution**

- data
- analysis
- facts





## CHANGE EXAMINED

*What is the differentiating factor between success and failure?*

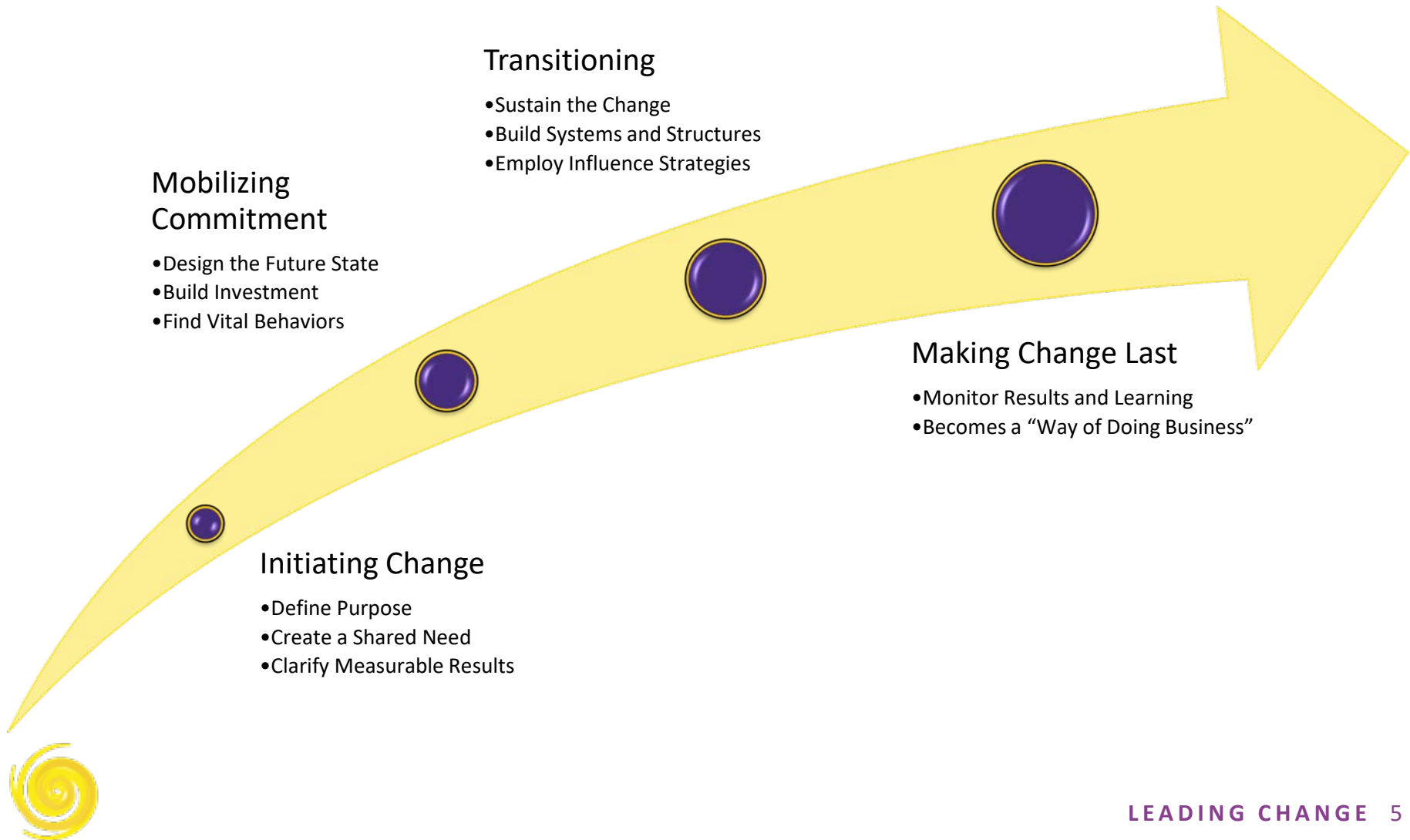
**100%**

of all **Successful** Change Initiatives had a good technical solution or approach

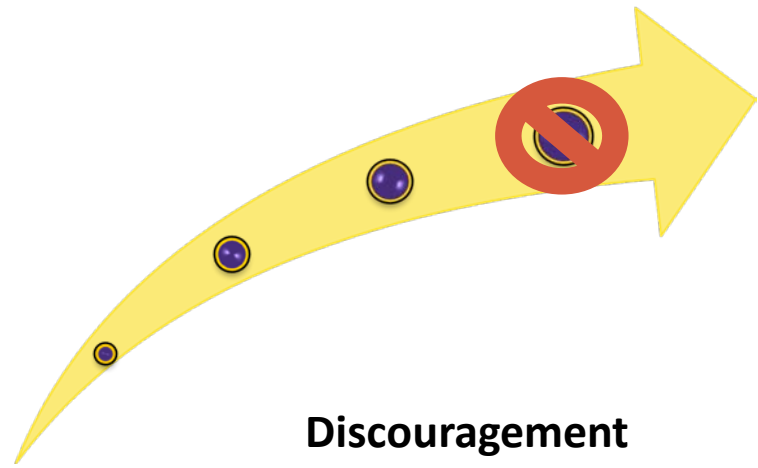
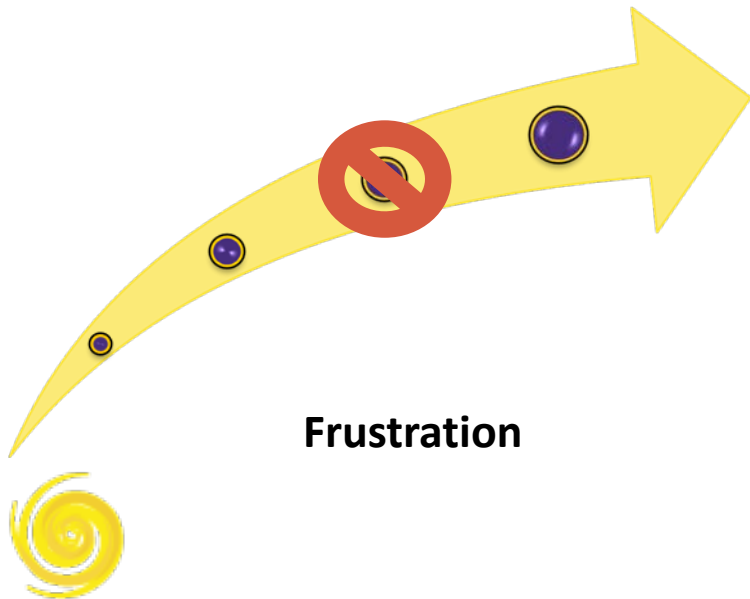
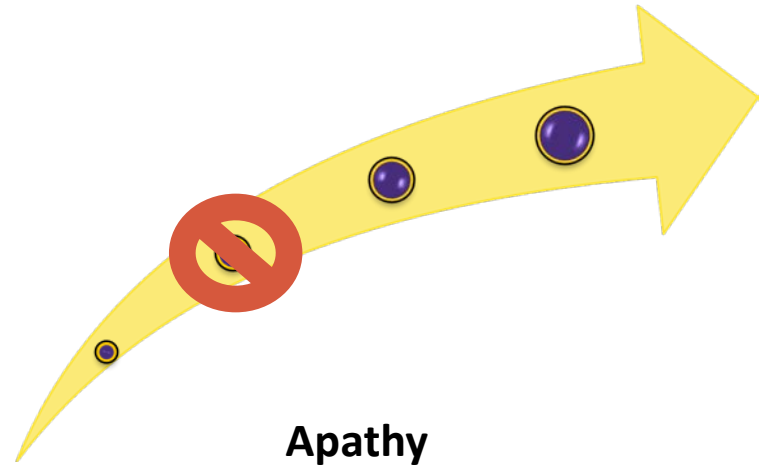
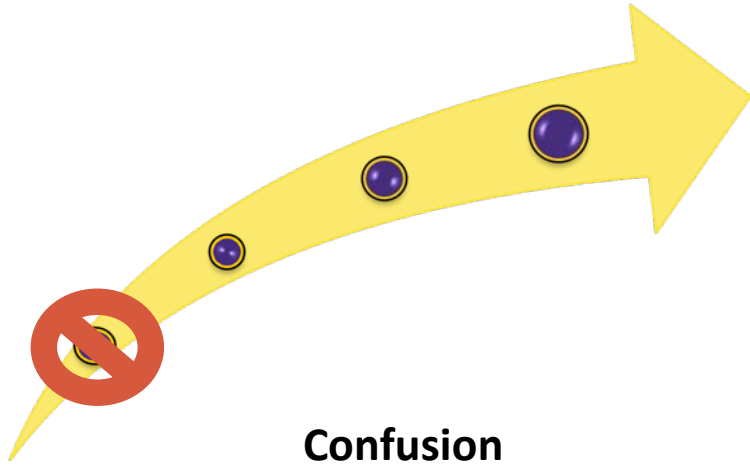
**98%**

of all **Unsuccessful** Change Initiatives had a good technical solution or approach

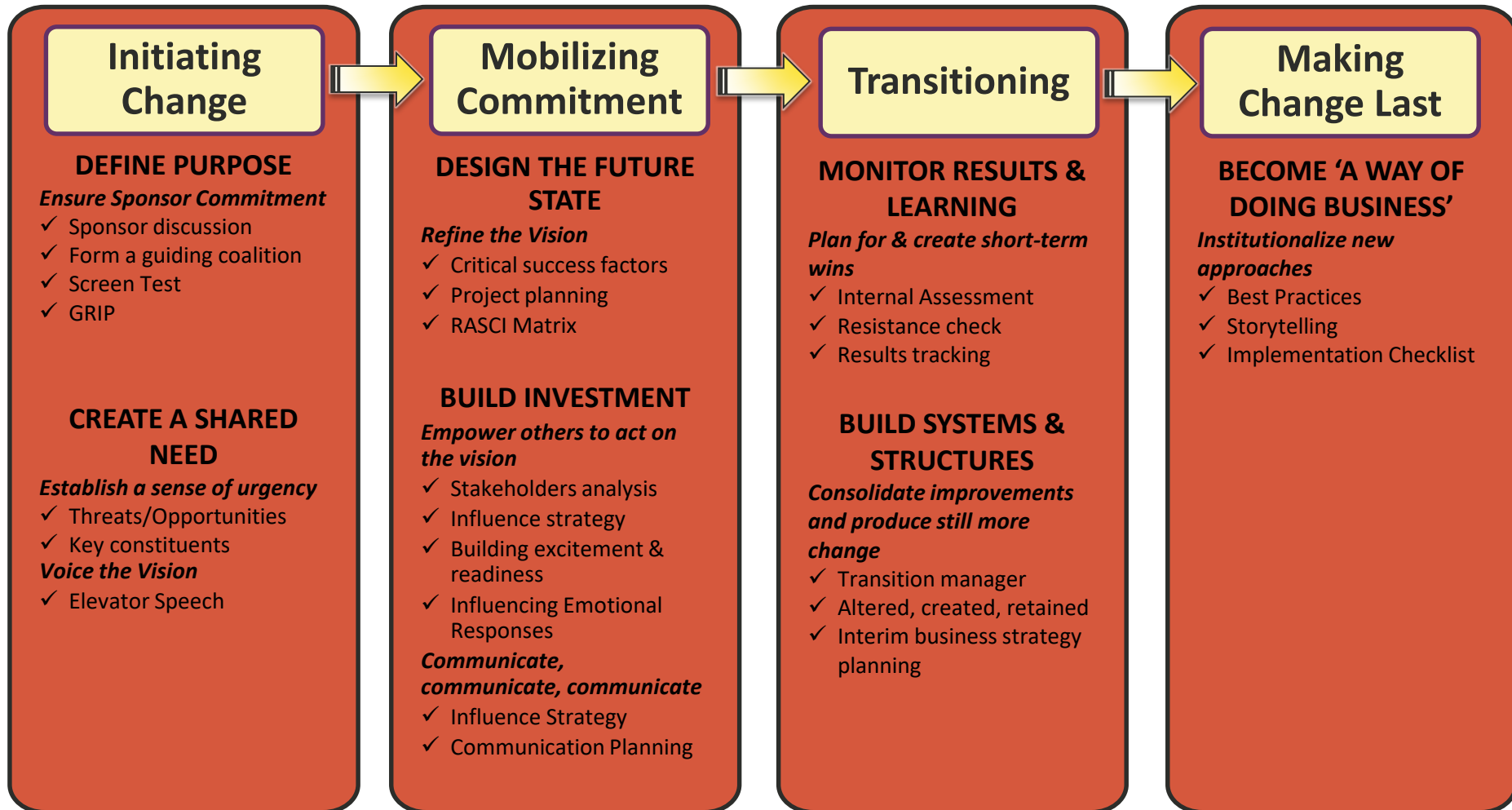
# CHANGE MANAGEMENT CURVE



# CONSEQUENCES



# CHANGE MANAGEMENT TOOLS





# ELEVATOR SPEECH

- The elevator speed tool helps teams distill specific messages in a clear, consistent unified fashion
- Build a sense of urgency for the change
- Enable continual consistent communication
- Increase momentum
- Agree on what this effort exists to achieve

