
G2E Leadership Academy 2011
Leading Change Workshop
Monday, October 3, 2011
9 am – 4 pm

Change impacts everything and creates complex demands on leaders. Change can come from any direction, including technology, regulatory, market, environmental, and physical realms. Some changes are initiated by factors and forces outside our direct control. Some changes begin because we initiate the action. We may drive change, manage change, lead change, and even be overrun by change.

The ability to lead ourselves and others through change, regardless of its level of complexity and origins, remains one of the key skills and competencies of leadership. Leading through organizational change is no small task, and one you cannot accomplish by yourself.

The challenge of change continues despite the millions of pages of documents and lists of do's and don'ts. If indeed change is now the new "normal," the ability to engage an organization successfully is both an imperative and a competitive advantage.

Together, we'll take the first steps toward understanding change and to present models of change that will be useful to you as a leader in achieving an in-depth understanding of change and all its complexity. Our objectives include:

1. Understanding the role of leadership in designing and managing change
2. Moving beyond the myths to understanding the fundamental principles of change
3. Determining organizational readiness and developing a culture of change
4. Learning to craft an effective message of organizational change

Basic Change Process

Creative Tension and Forces for Change



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Workshop Outline

8:15 am – Check-in registration and continental breakfast

9:00 am Kickoff Workshop

Making Sense out of Change

- Leadership and the power to make changes
- Types of Change
- Change and Technology Adoption Life Cycle

The Psychology of Change

- Challenging the Myths about Change
- Understanding what resistance is and is not
 - Getting under the surface of positions
 - Identifying the underlying interests
 - Addressing the Immunity to Change
- Motivation
 - Autonomy, Mastery and Purpose
 - Framing the need for change

11:45 am – 1:15 pm Keynote Luncheon

1:15 pm Workshop continues

Crafting the Change

- Switch: How to Change things when Change is Hard
 - The nine strategies based on research of successful change
 - Structuring the change
- Crafting the Message and the Messenger
 - Making “emotional sense” of change by appealing to others’ ways of seeing things and addressing their needs
 - Making the emotional case for change
 - Focusing on the individual not the group
 - Communication styles and motivations
- Case Study Application

4:00 pm End Workshop