

Change Management – Practical Tips for BSO and OTN

Take into account these management of change strategies. How many of them can you use? They work best in combination.

Strategy	Examples	How we can use this strategy
<input type="checkbox"/> Find the bright spots	Learn from others who are doing this well. What can we learn from them? (e.g. How can we create a sense of hope by showing that others in a similar situation have found a way to make it work?)	
<input type="checkbox"/> Script the critical moves	Select 1-3 things that are absolutely essential for people to start doing. (e.g. Call OTN Service desk for help with scheduling, learn how to turn on the unit and use the remote)	
<input type="checkbox"/> Point to the destination	Clearly describe the goal in a way that people can relate to. (e.g. use OTN so we connect often about residents so you have the support you need)	
<input type="checkbox"/> Find the feeling	Focus on what's in it for individuals and what they care about rather than on statistics (e.g. celebrate small successes, show how people are making a difference)	
<input type="checkbox"/> Shrink the change	Break the change into small bite sized pieces. (e.g. Participate in monthly education bursts where registering and using the equipment is easy)	
<input type="checkbox"/> Grow people	Provide various ways for people to learn – think beyond traditional sit and listen courses. (e.g. provide positive feedback when you notice people doing the right things)	
<input type="checkbox"/> Tweak the environment	Change the physical environment to make it easier for people to do the right things (e.g. Use the mute button to eliminate background noise)	

Adapted from SWITCH: How to change things when change is hard by Dan and Chip Heath

Make sure you consider the “people part of change” and the possible emotions (e.g. fear, worry, uncertainty, feeling overwhelmed) that might impact your change efforts. Remember resistance may be a sign of fatigue, fear of the unknown, feeling external to the initiative and/or lack of information.