

Almost all people are nervous about change.

The knowledge and skills concentrations for this workshop include:

- Understanding mental maps and shifting perceptions within your organisation
- Understanding innovation, diffusion and change process and principles
- Defining Objectives / Visioning
- Facilitating change in individuals and organisations, a systems communication approach
- Effective Change Agency and Innovation diffusion strategy application
- Innovation diffusion and change assessment (i.e. change indicators)



ACTIVE MANAGEMENT ASIA

Facilitating Organisation Change

Many will resist it - consciously or subconsciously. Sometimes those fears are well founded - the change really will have a negative impact for them. In many cases, however, the target population for the change will come to realise that the change was for the better. In organisational change management we are concerned with winning the hearts and minds of the target population to bring about changed behaviour and culture. The key skills required are founded in change psychology and social marketing, including the theories of Everett Rogers and diffusion innovation.

This workshop focuses on this change processes, drawing on the work of innovation diffusion and cultural change theorists. The workshop process involve participants in assessment of the potential for innovation and change within the organisation followed by an interactive presentation on diffusion innovation and change management involving communication and systems thinking

We also use a highly engaging simulation role-play game whereby participants are assigned roles that reflect the system change model; e.g. Change Agents (idea promoters), Transformers (opinion leaders and early adopters), Mainstreamers (who go with the overall flow), Reactionaries (who strongly resist an innovation because it might negatively impact some vested interest they have in the status quo), etc. After some reflective discussions on the game and its work place parallels, participants map out both individuals and organizational divisions in terms of their role in the process of creating, promoting, accepting, or resisting a new idea ("innovation") and its implementation.

Our process has been found to be enormously powerful and rapid way to raise awareness about how to promote change ideas more effectively within a cultural system, and how to avoid their being blocked early on. The workshop framework also includes a set of analysis, evaluation, and strategic planning tools for fine-tuning new idea and planning for their successful introduction and adoption by the target culture.