



## Why We Don't Change and How You Can Change Move Forward with Your Team Using a Powerful Model for Change

*"Change Management is quickly becoming a core competency you want to include on your resume."*  
Marilyn Laverty

When we read books, articles and research on change, we learn that people and systems are designed to maintain themselves.

Change isn't easy - we have all heard that over and over. We don't have the silver bullet, but we do offer you a powerful model right here that you can read in 3 minutes apply immediately.

First, reflect on the changes you are asking of yourself and the changes you are managing that you are asking others to make.

The changes I plan to achieve in 2007 are.....

The changes others that work here need to make in 2007 include.....

Next, ask these straightforward questions about each change:

### #1. **WHY**

Why is this change needed? What are all the reasons for the change? Do you buy in personally for this change? How about others? Do they agree this change is necessary?

Reflect now on the level of awareness - do others know why this change is needed?

(Let's use the scale of 1 to 10 with 1 low and 10 high).

Why Score: \_\_\_\_\_

### #2. **MOTIVATION**

What is the motivation for the change? List all the good consequences of

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### A Powerful Model for Change

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Understanding the leverage points for change will support you to change and achieve your 2007 goals. The same model is invaluable in working with your team to execute the change in your company!

There are five facts to change. Which of the following 5 will leverage change for you?

**Why:** Describe the reasons for the change. Do the employees in your company agree that this change is **needed**?

**Motivation:** Make a list of the consequences (both the good and the bad) for the employees that can create the motivation to change.

**Know How:** Are the employees capable of this change? What capabilities do they need that they don't have?

**Competency:** Are the employees able to make the change? Do they have the time to implement the change you are asking them to make?

**Rewards:** What is in it for the employees to change?

the changes. Then list the negative consequences for the change. Can you minimize the negative and enhance the positive?

Reflect now on the level of motivation.

Why Score: \_\_\_\_\_  
(1 to 10)

### 3. KNOW HOW

What are the capabilities that your or the employees need to implement this change? Do they know how to make the change?

Reflect now on the level of Know How.

Know How Score: \_\_\_\_\_  
(1 to 10)

### 4. COMPETENCY

Are you able to make the change? Are employees able?

Reflect now on the level of competency for the change you are executing:

Competency Score: \_\_\_\_\_  
(1 to 10)

### 5. REWARDS

What is the payoff for making the change? What are the incentives? What are the disincentives? Will the rewards reinforce the change?

Reflect finally on the level of the reward factor to reinforce the change.

Rewards Score: \_\_\_\_\_  
(1 to 10)

The action step is to leverage the low scores. What specifically will you do to increase those scores? The higher the score the more effective the change will be.

Since you won't have time to do everything perfectly, set your priorities. Where is your optimal leverage for this change?



**Success Formula: Invest time to apply this Powerful Model for change to insure you are placing your time and energy into the facet that will leverage the change.**

Get ready for change - 2007 will be a fabulous year to set and achieve your goals. Get ready today!

Marilyn Laverty, President

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*"I finally could see why the Administration Division was dragging their feet. We had not considered the impact of the new software on the supervisors and overlooked understanding their motivation. This model changed our project plan to engage supervisors and team leads to discover their concerns and work together to craft a shared solution."*

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Sharon  
Controller & Team Lead  
Financial Services  
Company

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Teams on Target, Inc.

P.S. Want help clarifying your 2007 goals and discovering how to leverage results?

Call Teams On Target. We research high-performing professionals and teams and offer you proven short-cuts to jump-start your 2007 goals and optimize profits and productivity.

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