

Worksheet: Developing a Strategy to Deal with People's Response to Change

People may react negatively to change for a variety of reasons. Thinking about the employees in your organization, which of the following reasons may be behind their reaction to the proposed change? Check all that apply.

- Change threatens their feelings of competence, coordination, and/or commitment.
- Not enough information available.
- Individuals have low tolerance for change and ambiguity.
- There are misunderstandings about the change and its implications.
- Desire not to lose something of value (e.g., job security, position, title, status).
- Belief that the change does not make sense.
- Perception that the change will have a negative effect on a person or group.
- Fear of having to learn new skills.
- Feeling overwhelmed by too much change.
- Concern that resources to help them deal with change will not be available.
- Other (describe) _____

Given the reasons you have checked above and keeping in mind the “Tips for Communicating Purpose and Vision,” answer the following questions:

What messages can you convey that will address the concerns people have?

How can you dispel misinformation?

How can you build a “sense of urgency” in others about the need for change?

What strategies will you use to convey the vision to the rest of the organization and to invite two-way communication about it?