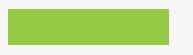


Washington Recreation
& Park Association

HOW EFFECTIVE LEADERS DEAL WITH CHANGE





**OLD WAYS
WON'T OPEN
NEW
DOORS**

WHAT ARE SOME OF THE
MAIN REASONS FOR CHANGE



What are
some of
the things
that can
change?



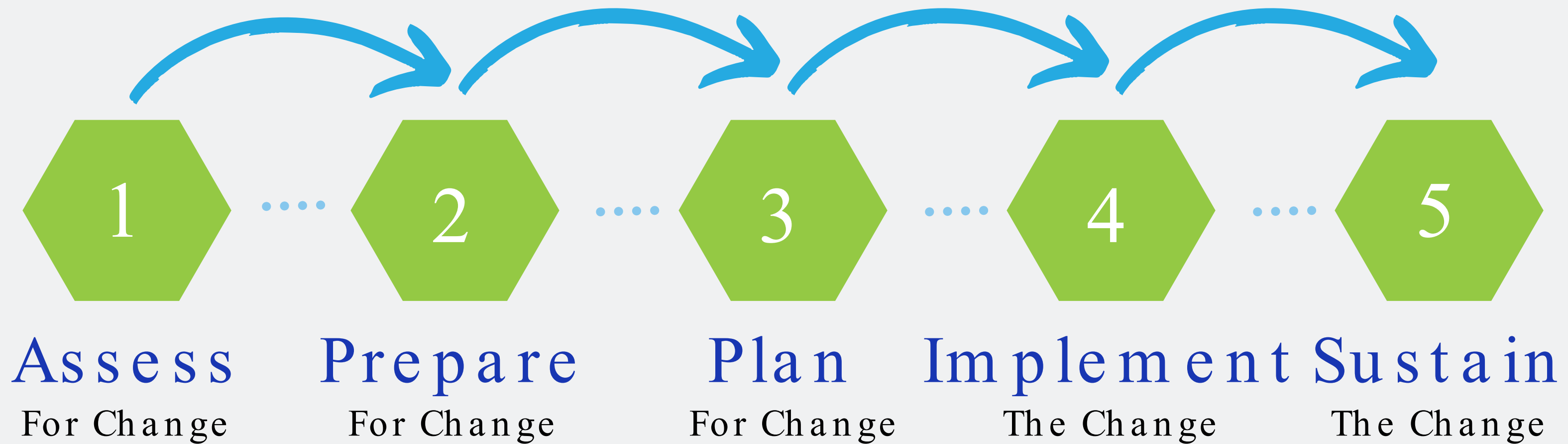


TYPES OF CHANGE

"It's easier to
change the
change, than it is
to change the
culture"

INCREMENTAL VS TRANSFORMATIONAL

CHANGE MANAGEMENT



Anyone
at any level
can be a
CHANGE LEADER



INFLUENCE

COMMUNICATE

AGILE

TRUST

MOMENTUM

MOTIVATE

OVERCOME
BARRIERS

TAKE RISKS

SET VISION



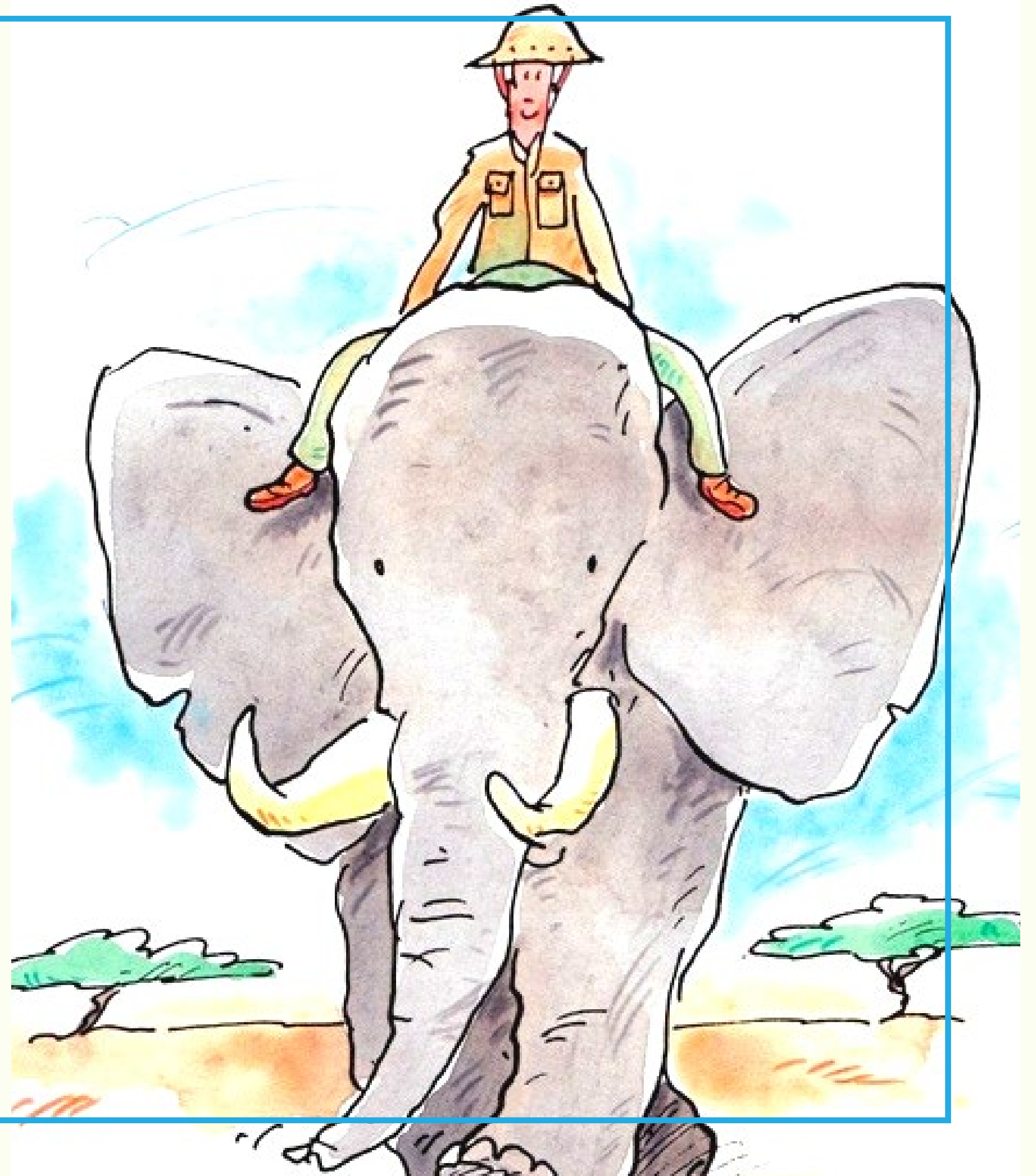
CORE SKILLS OF
CHANGE LEADERS

ALL YOU HAVE TO DO IS LEAD FROM WHERE YOU ARE!



FOSTERING CHANGE

DIRECT THE RIDER (THINK & PLAN)
MOTIVATE THE ELEPHANT (EMOTION)
THE PATH (DIRECTION)





The business changes. The technology changes. Team members change. The problem isn't change, perse, because change is going to happen. The problem rather, is the inability to cope with the change when it comes.





"BUT WE'VE ALWAYS DONE IT THIS WAY"

Why is change resisted and how to
deal with resistance?



**If not ME
then
WHO?
If not NOW
then
WHEN?**



INITIATE CHANGE

TOP 10 WAYS

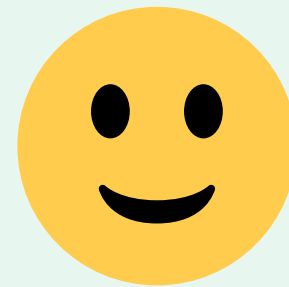
Even if you aren't in
charge

How to approach stakeholders



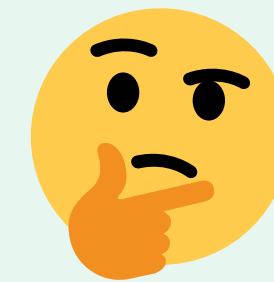
ALLIES

Maintain
Agreement/Trust



FELLOW
TRAVELERS

Maintain Agreement
Increase Trust



NEUTRALS

Determine Agreement
and Level of Trust



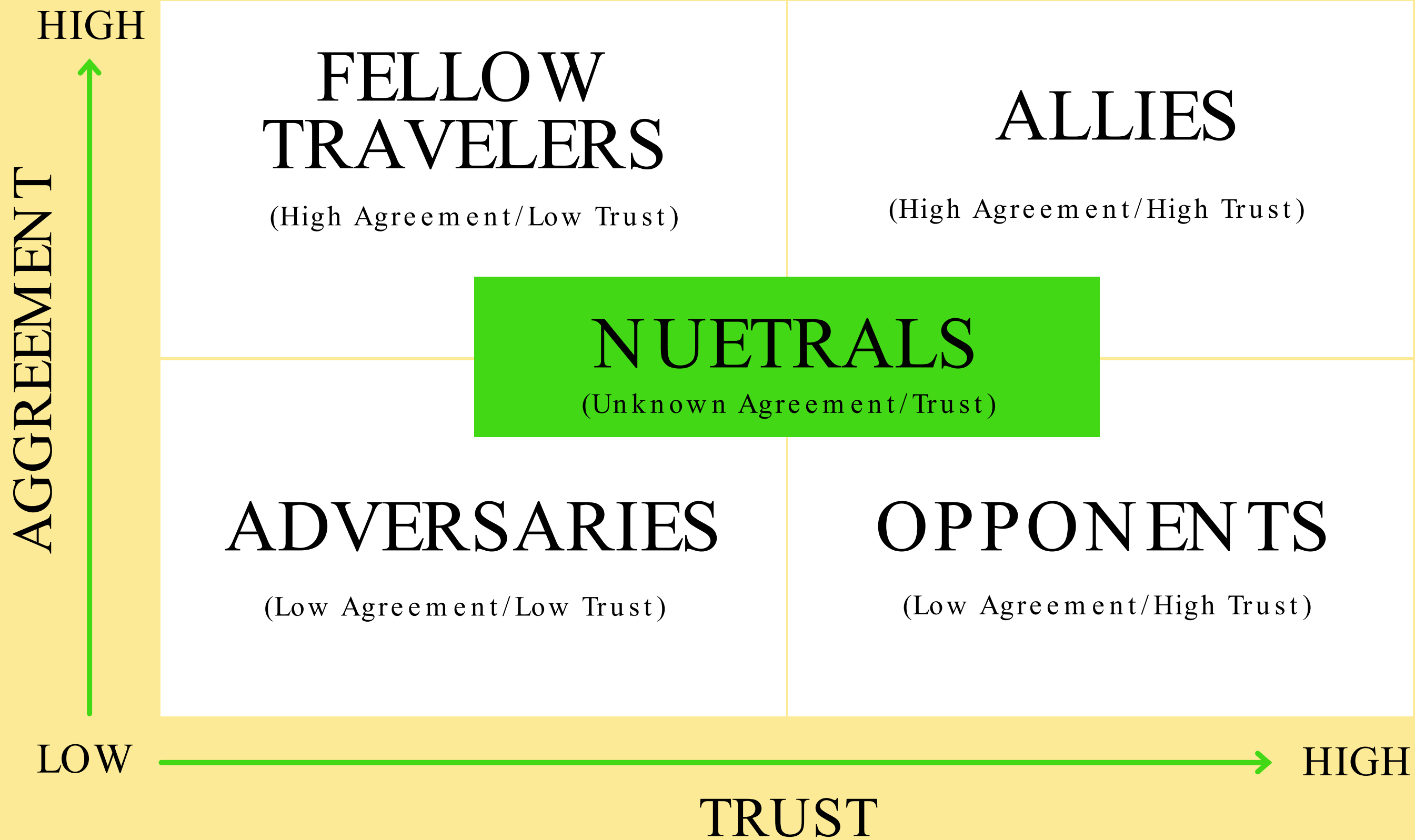
OPPONENTS

Shift Commitment &
Maintain Trust



ADVERSARIES

Shifting Agreement &
Increasing Trust



STAKEHOLDERS



"Leaders are - by definition - change makers. When you are called to lead, you are called to advance, move forward, and improve a situation."

CONTACT INFO:



JEN WILLS, CPRE
DIRECTOR

JOANNA MARTIN
MANAGER

EMAIL ADDRESSES

JENNIFER.WILLS@MYLONGVIEW.COM

JOANNA.MARTIN@MYLONGVIEW.COM