



A Framework for Managing Business Change



What is Business Change Management?

**Building
Commitment**

Resistance!

**Change
Momentum**

Communication

A deliberate approach for
managing the human dynamics
before, during and after
implementing a business change
initiative.

**WIFMs
Emotions**

Stakeholders

Transition

Sponsors

Advocates

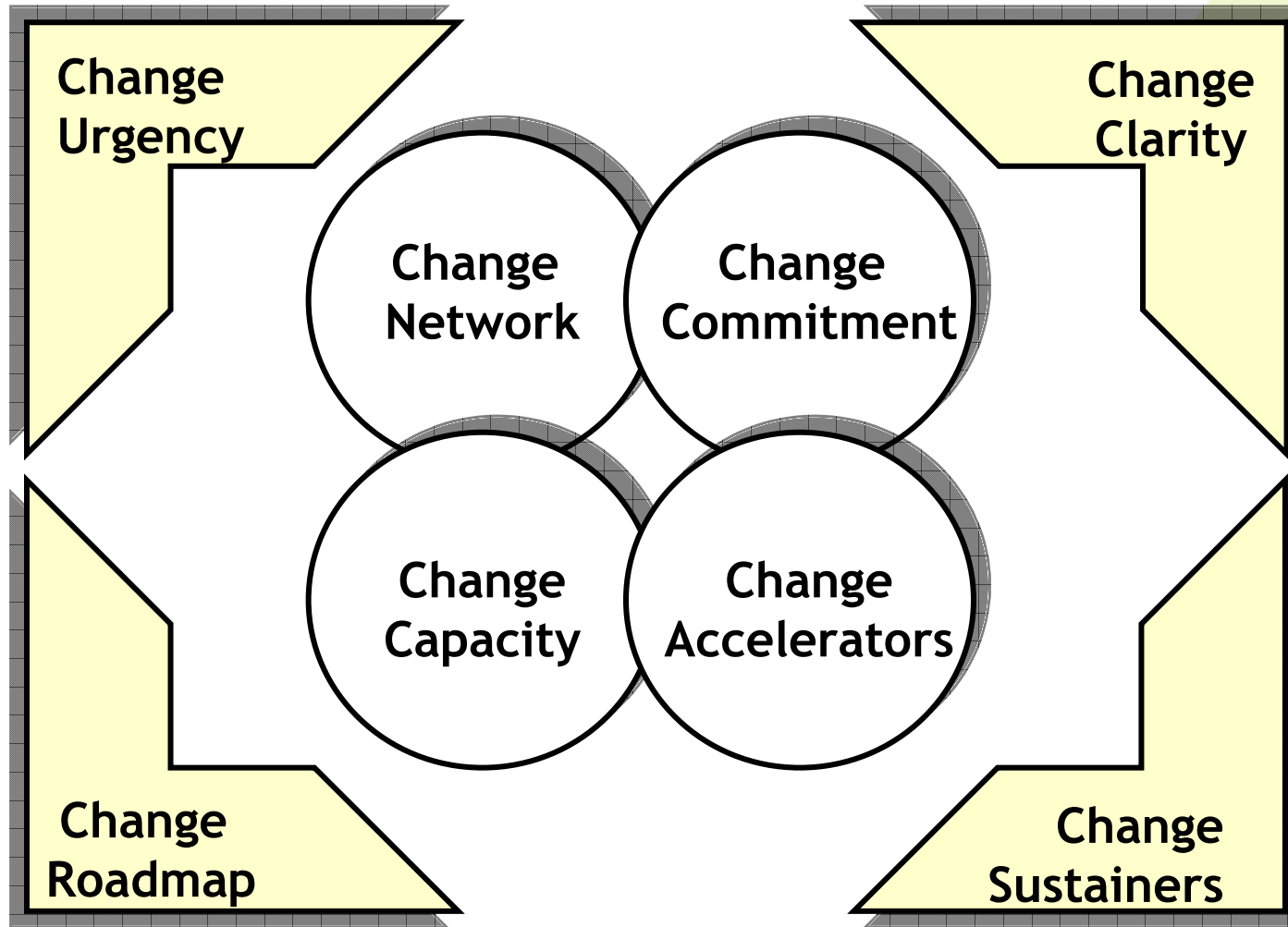
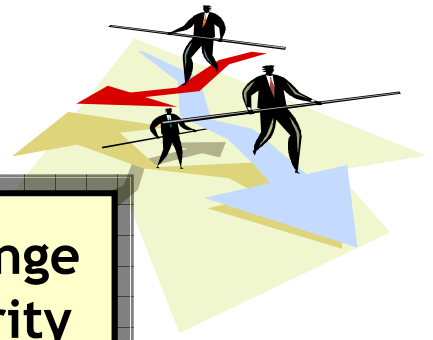
Change Impact

Where are We Headed?

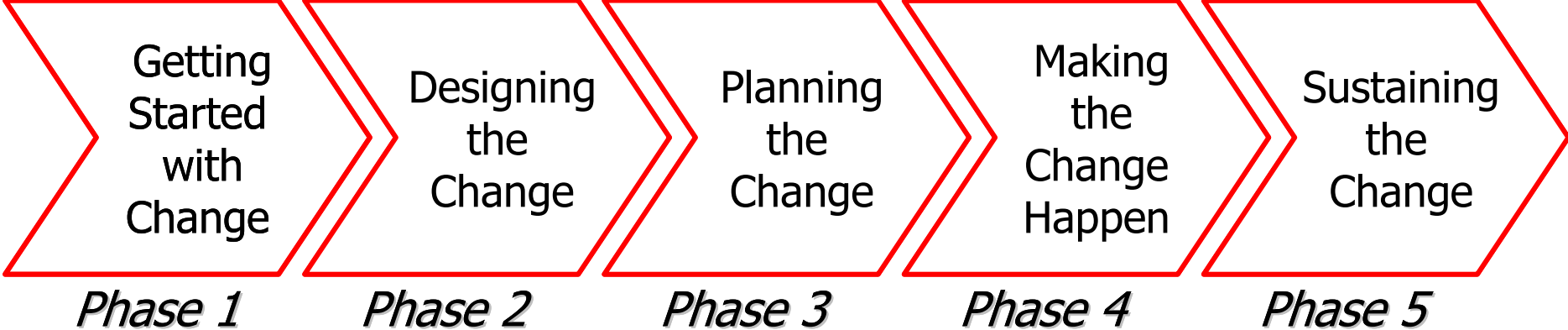
Clarifying the Change



Key Themes for Successful Business Change Projects

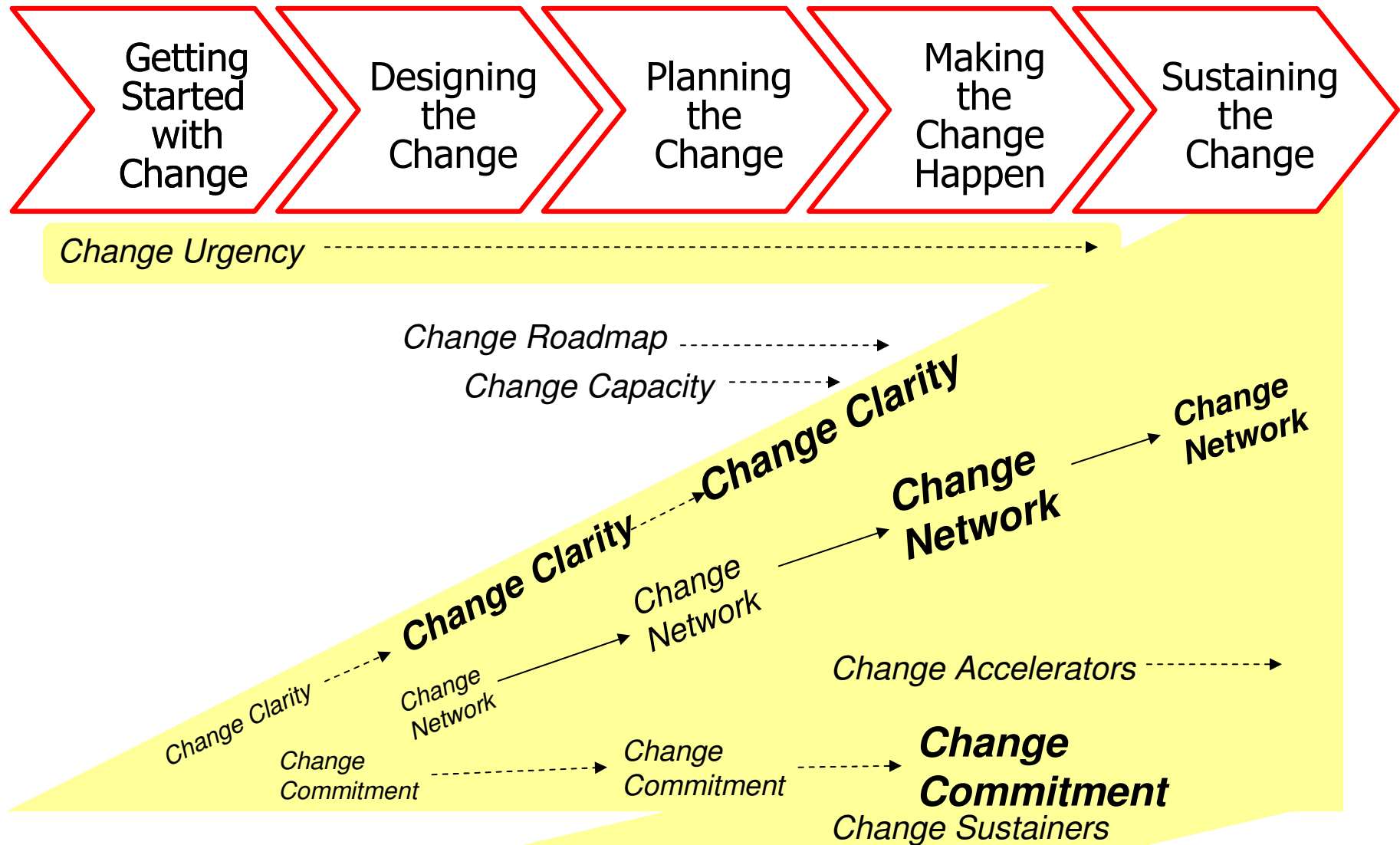


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Key Themes Across the Phases of the Change





Getting Started with Change



Getting
Started
With
Change

Focuses On These Key Questions

- Why Are We Making This Change?
- Who Wants This Change to Happen?
- Where Are We Headed?
- Who is Needed to Make the Change Happen?
- What Should We Communicate Now?
- How Do We Kick Off the Change Effort Effectively?



For more information about the framework for managing business change, questions change leaders should ask in each phase, and related tools and training, contact:

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