

*"If you want to make enemies,
try to change something."*

- WOODROW WILSON

THE KEYS FOR
Communicating
CHANGE



BY DAWN NICOLE BALDWIN

mavericks
stretch beyond.



The truth is, nobody likes change.

We are creatures of habit and prefer our routines.

But understanding why people resist is half the battle.

After working with leaders for over two decades, I've noticed there are three primary reasons why people are hesitant to change.

*Having a strategy to **communicate change** is what separates the good leaders from the great ones*



1) They Don't Agree

Let's face it— Some people are impossible to please. They will find reasons to complain regardless if something changes or stays the same.

Setting a clear direction will mean some people won't want to be part of it.

That's okay.

Let them go to make room for those who do.



2) They Don't Understand

Many leaders spend most of their time talking about WHAT needs to change, without spending enough time on WHY.

The pain of staying the same needs to feel greater than the pain of changing.

Paint a clear picture of why a shift is needed. Tie it to vision.

THEN focus on where you want to go and how you plan to get there.



3) They Don't Know What To Do

Once people are excited, they usually want to get involved. **The quickest way to kill that enthusiasm is to overwhelm them with options.** People don't want 485 ways to help.

When faced with too many choices, people shut down & don't do anything.

Instead, focus on a few simple next steps that apply to everyone. ***Momentum builds when everyone feels like they're part of the vision.***



If understanding why people resist is half the battle, the other half is consistently casting vision & celebrating small wins along the way.

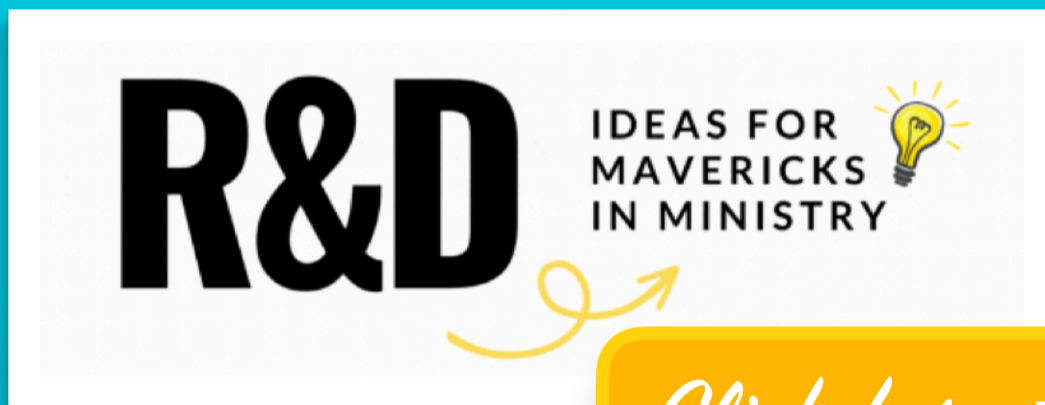
Because communicating change is a marathon, not a sprint.

Be sure to refuel **yourself** frequently along the way as well to prepare for what lies ahead.



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