



XPOSEYOUR

THE ART OF TAKING A **STAND** TO DRIVE CHANGE THAT STICKS

Presented by: Shara Hutchinson,
Founder & Chief Change Strategist at
Xposeyour





CHANGE





Agenda

**Understanding
Change**

**The Imperative
of Change
Management**

**Leadership
Through
Change Styles**

**Driving Change
That Sticks**



You Drive The Change





RECENT ORGANIZATIONAL CHANGES?



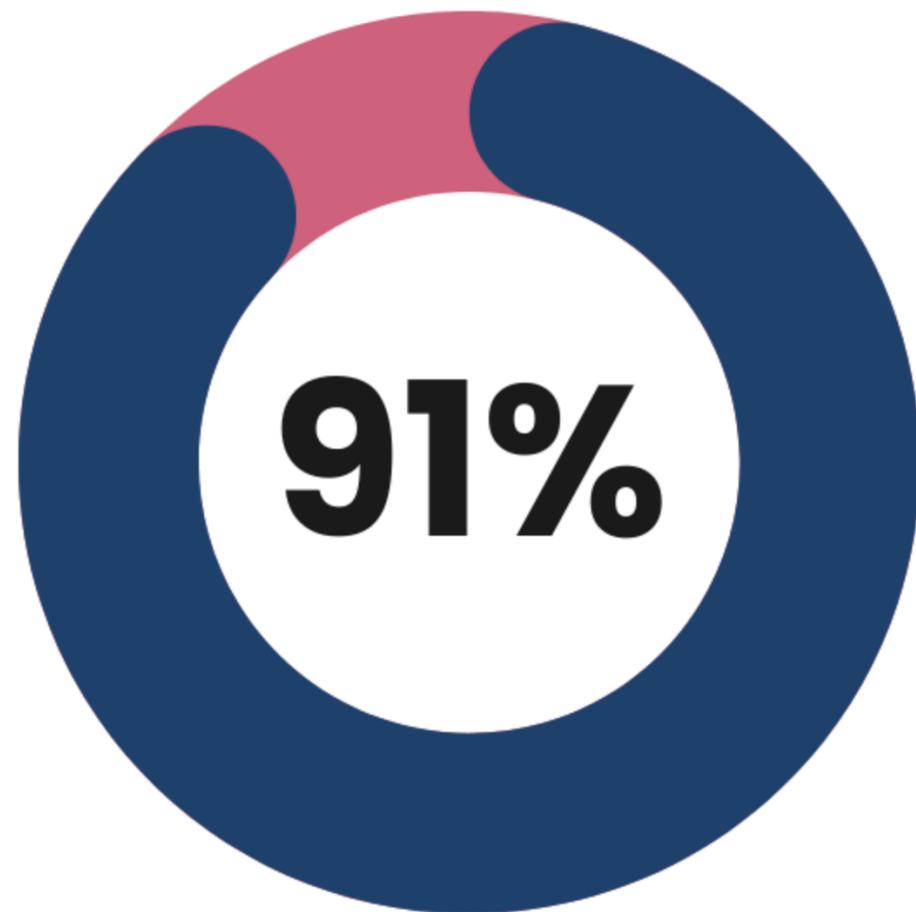
CHANGES I'VE DISCUSSED WITH LEADERS...

- AI integration
- New technology implementation
- Mergers/acquisitions
- Restructuring/reduction of force
- Culture initiatives
- Process changes
- Return to work and hybrid

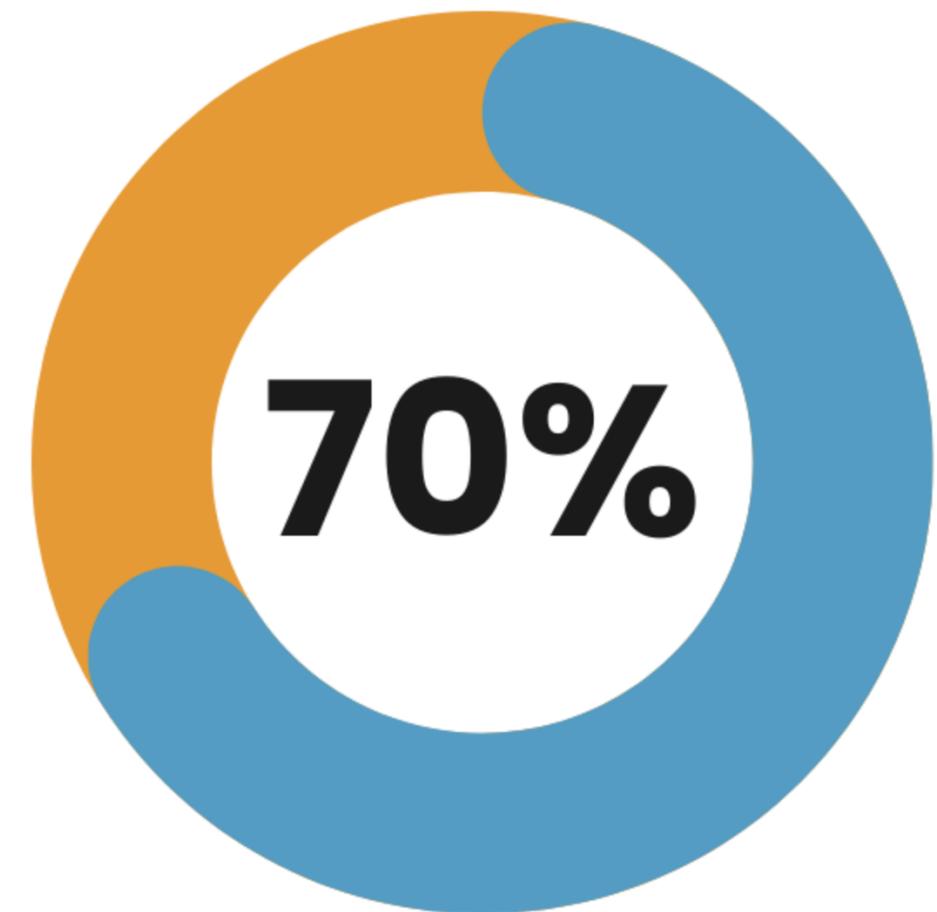


WITHOUT CHANGE MANGEMENT

*91% OF COMPANIES ARE INVOLVED IN SOME SORT OF DIGITAL TRANSFORMATION INITIATIVE**



*70% OF NEW PROGRAMS FAIL TO ACHIEVE THEIR GOALS***



*Gartner
**McKinsey

3 MAIN REASONS FOR FAILED INITIATIVES ...

- Poor communication
- Lack of emotional support
- Insufficient or unclear guidance



Drive across
this line



Shock

Denial

Frustration

Depression

Integration

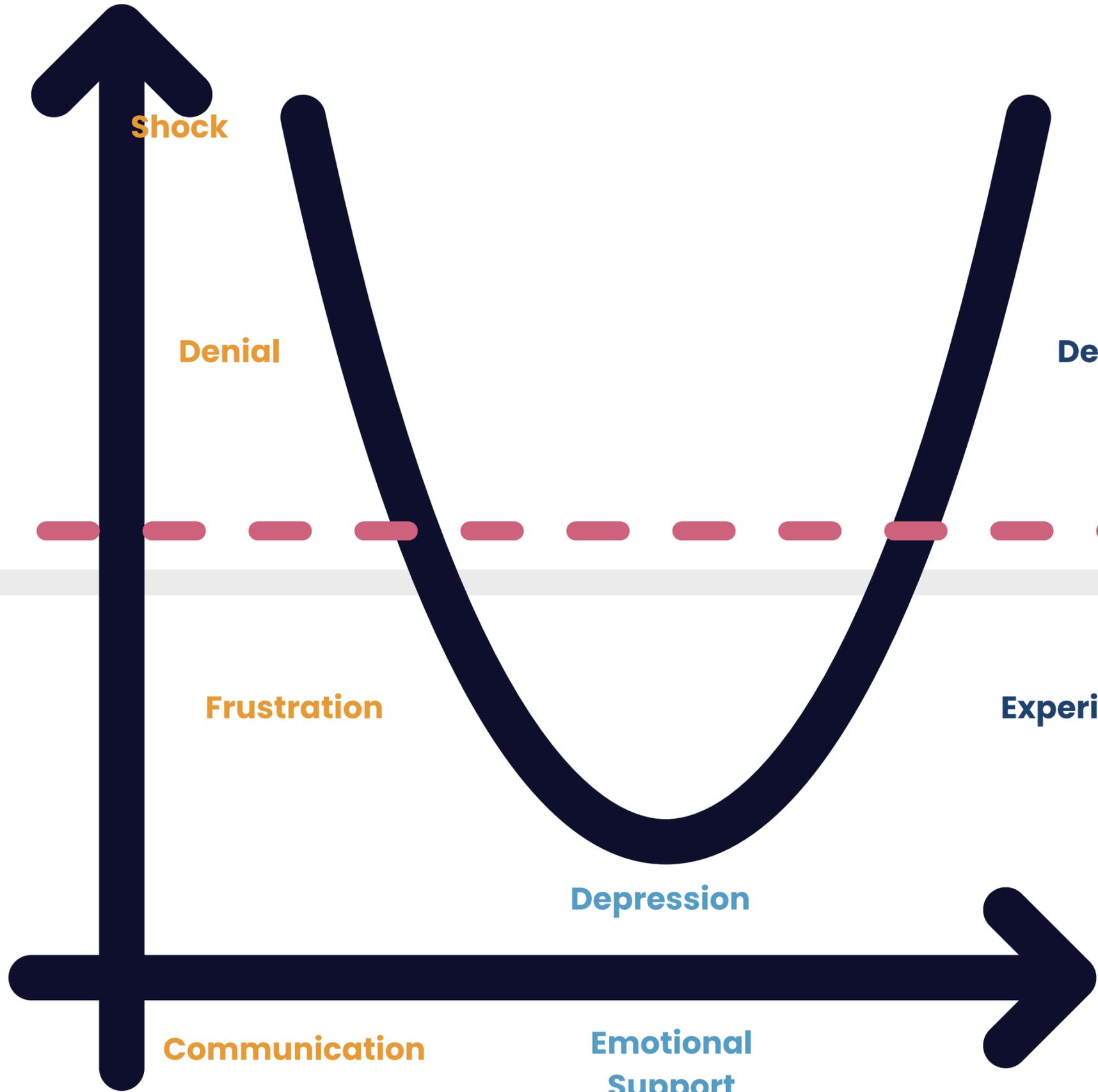
Decisions

Experimentation

Direction &
Guidance

Communication

Emotional
Support





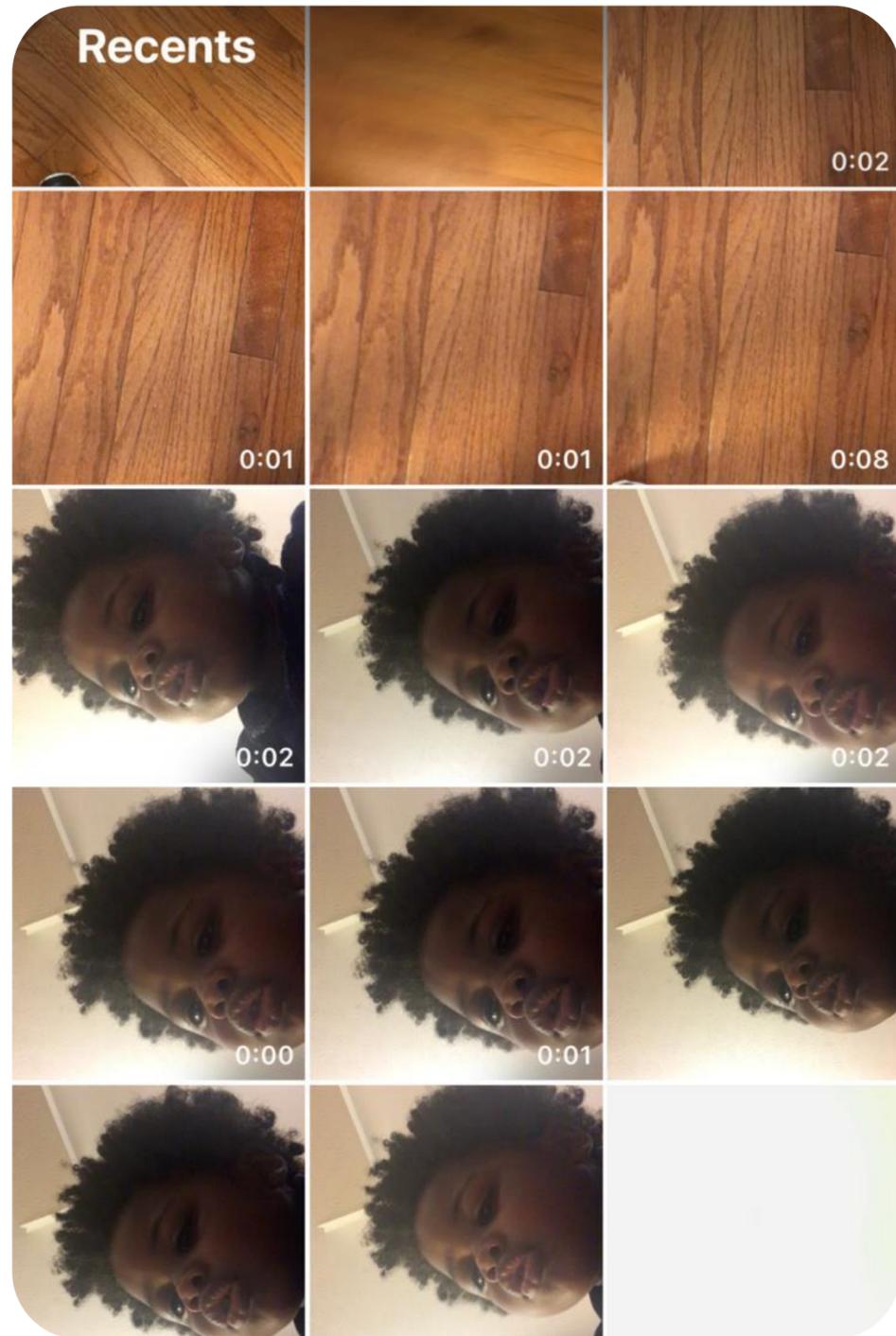
**“SHARA, YOU DO
KNOW WE WORK WITH
HUMANS, RIGHT?”**



How I imagined it...

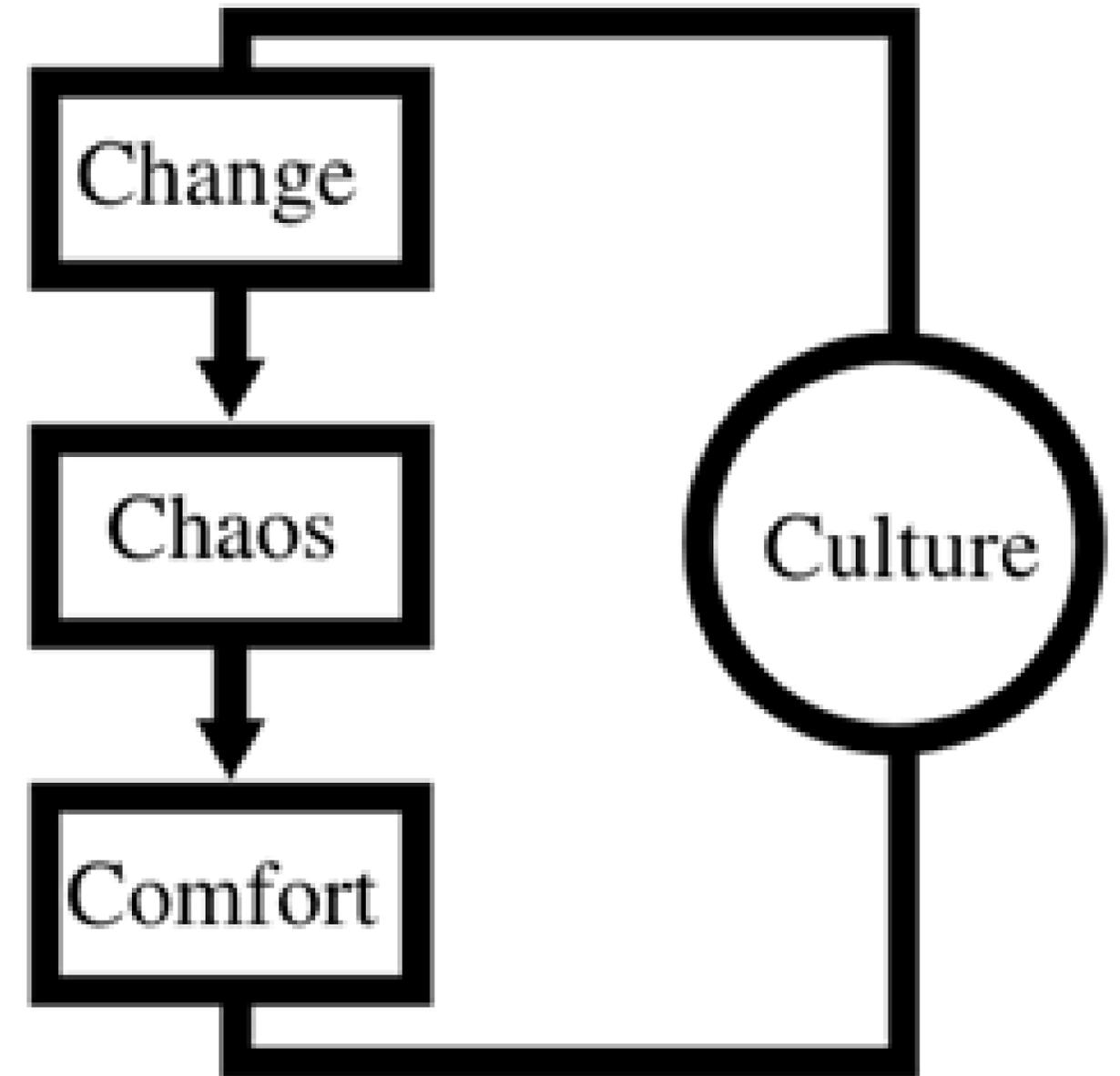


How it really was...



The Cycle of Change...

- **Changes** happen to transform the organization.
- Those changes disrupt the culture, causing uncertainty and **chaos**.
- Once changes have been accepted, they become the new norm, and everyone gets **comfortable** again.
- The **culture** changes — for better or for worse — **depending on the leaders' ability to drive change**



MAKE CHANGE
STICK BEYOND THE
BOARDROOM.

Avoid a CRASH[©]...

- **C**ustomer dissatisfaction
- **R**evenue loss
- **A**wful culture
- **S**taff turnover
- **H**indered results

With Change Management

71%

Projects on
schedule*

81%

Projects
under budget*

69%

Employees more
engaged**



What you do with
your feet

*Prosci

**Hubspot

The Barefoot Method®

- **Break** – Address culture issues
- **Assess** – Measure capacity
- **Reposition** – Make team adjustments
- **Execute** – Do the work necessary
- **Follow-up** – Communicate effectively
- **Operationalize** – Make the change a part of day-to-day operations
- **Opportunities** – Look for new ways to improve
- **Timeline** – Set milestones and due dates for everything & everyone



4 Tools Necessary to Drive



Change That Sticks

**Know who is going,
where you are going,
why you're going, and
how others are
impacted.**



**TWO TEAMS
1 GOAL**

2

Get the right people in the right seats to be more effective .

A blue and white bus is shown from a front-three-quarter view, stopped on a city street. The bus doors are open, and the interior is visible. The background shows a city street with buildings, trees, and a clear sky. The text is overlaid on the bus and the street scene.

Managers & Leaders are Necessary

Leaders

- **See the end from beginning**
- Uncover opportunities
- **More focused on why**
- Motivated by long-term objectives
- **Cast their vision by explaining the strategy**

Managers who Lead

- **See the past and now**
- Uncover obstacles
- **More focused on how**
- Motivated by day-to-day objectives
- **Carry out vision by breaking it into steps**



A black high-heeled shoe is positioned in the upper left quadrant, hovering just above a large, dense pile of brown eggs that fills the bottom half of the frame. The background is white, with a blue vertical bar on the far left edge.

**Eggshells: Manager of Things
NOT People**

**Make sure you have
enough fuel to get to your
destination.**

**PERSONAL
DEVELOPMENT**

STAND[©]

- **Be selfless**
- **Be tactful**
- **Be aware**
- **Be nimble**
- **Be daring**



**WHENEVER YOU'RE
GIVEN A SEAT AT THE
TABLE, DON'T SIT.
STAND.**

~SHARA HUTCHINSON

4

Drive Safely.



OVERHEATING: STOP TO RE-ASSESS & RESET

Follow the **STAR**® to Communicate Change at all Levels ...

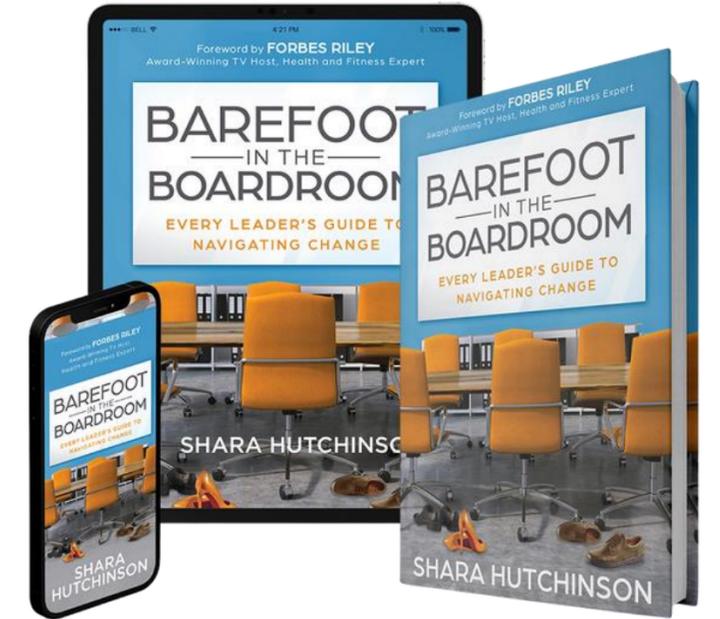


ACCESS TO CHANGE READINESS ASSESSMENT EBOOK





Thank
You!



Let's
Connect 



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