



## CHANGE ROADMAP

**What problem(s) are you trying to solve with your project?**

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**List some reasons why your project may fail. Include people!**

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**1. Establish a sense of urgency – *people must genuinely believe that the status quo will not suffice and that the program/project must begin now.***

- List 3 reasons why anyone should care about this particular effort:

1) \_\_\_\_\_  
2) \_\_\_\_\_  
3) \_\_\_\_\_

- In what ways can you inspire people to change (“burning aspiration”)?

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- In what ways can you create a “burning platform” to drive people to change?

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**2. Create a guiding coalition – generating buy-in is key to success.**

- List **formal** leaders who can help you lead your change:

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- How will you convince them to get on board?

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- List **opinion** leaders who can help you lead your change:

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- How will you convince them to get on board?

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- What will you ask your guiding coalition to do to inspire others to follow?

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**3. Develop a vision and strategy – people must be inspired to join you.**

- What is the vision for your project? Describe (succinctly) what you will achieve that is not happening today:

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- Name 3 strategies that will help you achieve your vision:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_



- What will your elevator pitch be?

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**4. Communicate the Change Vision** – *remember to communicate to all your stakeholders.*

- List at least 5 ways you can communicate your vision (include forums, meetings, publications, in person conversations, etc.):

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- How will you change your communication for different audiences (key stakeholders, skeptics, etc.)?

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- How often will you communicate? Who will be responsible?

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**5. Empower broad-based action** – *make it easy to support the project (eliminate barriers).*

- List at least 3 major barriers to the success of your program/project:

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- List ideas for overcoming these barriers:

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- List ways in which you could make it EASIER to support the program/project:

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**6. Generate short-term wins – convert skeptics and reward supporters through frequent, clear demonstrations that your agenda carries benefits over the status quo.**

- List 3 short-term wins you can achieve within the first 1-2 weeks:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

- List 3 rewards that you can afford to give in response to success (don't forget appreciation – it's often free!):

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

- List 3 ways you'll share these short-term wins with others:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

**7. Consolidate gains, produce more change.**

- List 3 bigger wins that are closer to your final vision that you will build toward in the next few months:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_



- List 3 structures/systems that would need to be changed to insure bigger, long-term success:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

**8. Anchor new approaches in the culture.**

- List 3 ways in which you can tie this success back to what people personally care about:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

- How might you alter policies and procedures to sustain the change?

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- How might you alter expectations around who is hired and promoted to sustain the change?

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