



CHANGE ROADMAP

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

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

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”)?

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



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

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

- How will you convince them to get on board?

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

- How will you convince them to get on board?

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

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:

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

1) _____

2) _____

3) _____



- What will your elevator pitch be?

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.):

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

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

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:



- List ideas for overcoming these barriers:

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

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?

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