

Key Questions for Strategic Change Conversations

The Change(s)

- What is changing? Services, products, people, processes, structure? **WHY?**
- What will remain the same? Services, products, people, processes, structure? **WHY?**
- Timing?

Business Alignment/Linkages

- What business goal is this supporting?
- What is the future desired state that we are going for?
- What will be gained from the change? Sales, talent, technology, efficiency?
- What will be different as a result of the change?
- What will success look like?
- What will be done to ensure the change sticks? How will results be measured?

Current State

- What's happening now? Trust level? Morale level? Engagement level?
- How many other changes are in play?
- What's organizations capacity for change?
- Is organization ready for this change?
- What's current employee perception? Attitude?

Challenges & Concerns

- Any embargoed or confidential information?
- What might get in the way? What will stop us from success? Budget? Competing priorities? Resources? Timing?
- What's your biggest concern?
- Any pockets of resistance? Managers, employees, regions, functions, processes, technology?

Opportunities

- New brand, people, products, services, technology?
- What is the one thing we could do that would result in biggest success?
- Does anything exist already that we can leverage?

Lessons Learned

- What's been done in the past?
- What went well? Why?
- What didn't work? Why?

Know, Feel, Do

- Who needs to know, feel and do what by when. Target audiences? Ancillary audiences? Affected management and non-management?
- Who will be impacted?
- What percentage of people need to change the way they work? Do we have support in place to help them make this change?
- What do you want employees to stop, start, or do more of or differently?

Questions on how to successfully create a change plan?

Reach out to Kristin Hart at Kristin.hart@raganconsulting.com to schedule a call with Julie Baron.