

DUE: See “Change leadership assignment due” on Mgmt 386 web site

You are an employee of a company with multiple branch offices in three different states. Imagine that you would like to encourage your company to adopt a new software technology you just learned about.

Your assignment is to:

- (a) explain the situation as it exists in your fictional company
- (b) show the events that are likely to happen as you present your idea and your plan for encouraging the company to adopt the new software technology

Rather than presenting this assignment in the more “traditional” ways, you are asked to create a 10 minute play (and a report). Have fun with it!

Provide a view of the following four things:

- (1) the company**
- (2) the software technology you are trying to introduce**
- (3) how people are reacting (complaints, issues, challenges)**
- (4) what you are doing; strategies you are using**
 - what you, the person with the idea, is thinking and doing (*Evangelist*)
 - how various people are reacting to your idea (*Innovators, Early Adopters, Early Majority*, etc.)
 - how you are handling the skeptics (*Fear Less, Champion Skeptic*)
 - the role that management is playing (*Local Sponsor, Corporate Angel*)
 - who is helping you (*Guru on Your Side, Bridge Builder, Connector*, etc.)
 - the events you are holding (*Study Group, Big Jolt, Do Food, Token*, etc.)
 - other things you are doing (*Test the Waters, Time for Reflection, Small Successes, External Validation, Corridor Politics, Trial Run*, etc.)
 - etc. etc. etc.

Where will you get your material?

- the business case lecture and readings
- the Change Leadership lectures and readings
- the Fearless Change website
- the Fearless Change book (one copy on reserve at the library; additional copies in the library)
- your own ideas!

You will also prepare a short written report:

- (1) Name of the team and team members
- (2) Name and short description of your fictional company
- (3) Name and short description of the software technology idea
- (4) A list and short description of change management strategies you used

Most of all..... Have fun and be creative!!!

Note: Words appearing in *italics* are strategies (patterns) for leading change. These appear in the Fearless Change book and on the Fearless Change website.