Leading Fearless Change

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I’m writing a business book called “Change happens. Get over it.”

The title says it all.

Yeah, it needs filler.

How about a parable?

Good idea.

Two bulls were talking.

One bull says, “I’m afraid of change.”

The other bull says, “Get over it.”

Later that day they were both ground into hamburgers and served at a picnic.

The hard part will be finding someone to write the foreword.

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What are your challenges in leading change?
How can this person in front of the room help?

- Gathered strategies from leaders of change in many different organizations

- Documented successful strategies as “patterns”...
  - Patterns capture recurring problems and successful solutions
  - Each pattern documents: problem, context, solution, rationale, consequences, known uses, name
Patterns provide a toolkit for...

- Solving specific problems in leading change
  - Corridor Politics
- Facilitating communication: a vocabulary for leaders of change
  - Town Meeting
  - Involve Everyone
  - Personal Touch
  - Guru Review
  - Time for Reflection
The *Fearless Change* approach...

- Each of us is a “powerless leader”
- The emphasis is: *emergent* change
- Change happens **one person at a time**
  - The goal is to encourage each person to become so involved and interested in the new direction that they *want* to change.
Champion Skeptic
Early Majority
Evangelist
Early Adopter
Connector
Innovator
Guru on Your Side
Bridge-Builder
Local Sponsor
How do we attempt to persuade?

- Facts
- Fix
- Fear
- Force
Attempting to persuade with...

**Force**

treats the symptoms
rather than the underlying causes

Laws, directives, policies, etc. do not create a fundamental change in thinking and behaving
Attempting to persuade with Fear

Fear works in the short term (Wake-Up Call); must be followed with another strategy, or...

- People can use coping mechanisms to justify, rationalize, ignore
- It can create “learned helplessness”
- It “can get creepy”
Attempting to persuade, but.... you get frustrated, so you...

**Fix**

But what happens when the “fix” is gone?
Attempting to persuade with....

Facts

Give individuals knowledge.
It is an important *first* step.
He needs two more things.
Knowledge: communicate facts/info

- Capture Attention
  - Wake-Up Call
- Stress the *core* of your message
  - Elevator Pitch
- Concentrate on the possibilities
  - Tailor Made
- Propose a strategy
  - Step by Step, Time for Reflection
- Keep your message visible and frequent
  - In Your Space
- Tackle preconceived notions
  - Myth Buster
Attempting to persuade with..

**Facts** *(provide knowledge)*

**Force**

**Fear**

**Fix**
Is there another ‘F’ word that can create a fundamental and sustainable change in thinking and behaving?
Feelings...

- *Behavior change happens mostly by speaking to a people’s feelings.* (John Kotter)

- Our emotions drive our decisions and then we use logic and reason to justify our decisions.

- *People will forget what you said, forget what you did, but not forget how you made them feel.* (Maya Angelou)
Knowledge (facts) – help the person understand the facts

Persuasion (feelings) – help the person care about the facts
Knowledge

Belief

Tension between the present and the desired state

he can be successful
Provide Knowledge

Give Facts/info

Persuade

Create Tension

Build Belief
Persuasion: transform knowledge into action

Create Tension & Build Belief

- Create an **Emotional Connection**
  - Show a truth that addresses what the person is feeling
- Match your idea to individual needs
  - **Personal Touch**
- Use *stories* rather than *statistics*
  - **Hometown Story**
- Allow people to imagine the future
  - **Imagine That!**
Persuasion (continued) : Create Tension & Build Belief

- Build relationships
  - Evangelist
- Involve the skeptics
  - Fear Less
- Recognize what people are losing
  - Shoulder to Cry On
- Ease the concerns
  - Trial Run
- Share ownership
  - Group Identity
Create Tension ... Build Belief

Show a truth that appeals to what people are feeling (what they *care* about)
Some of the patterns in your toolkit for leading change

Knowledge
- Wake-Up Call
- Elevator Pitch
- Tailor Made
- Step-by-Step
- Time for Reflection
- In Your Space
- Myth Buster

Tension & Belief
- Emotional Connection
- Personal Touch
- Hometown Story
- Imagine That!
- Evangelist
- Fear Less
- Shoulder to Cry On
- Trial Run
- Group Identity
Take-aways...

- *Facts, Fear, Force, Fix* do not persuade people to make a sustainable change

- Facts are only the first step--you must help individuals care about the facts

- To persuade: create tension and build belief
  - Appeal to emotion rather than only to logic

- The *Fearless Change* patterns provide a “toolkit” for building an initiative that allows change to emerge one individual at a time.
Leading change is hard, but...

You miss 100% of the shots you never take.
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www.fearlesschangepatterns.com