

# CHANGE HAS BECOME THE NEW NORM.

*How can you make it easier for your team?*

# C H A N G E

**Hone your message and vision** Keep the message clear and consistent—from inception through implementation—and ensure leadership at all levels reinforces and supports the same vision.

**Navigate the drama** Consider how a person's background may influence the way they react to change. Be patient and ensure opinions are heard. Stay positive—even in the face of setbacks—and others will follow your lead.

**Enable action by removing obstacles** Instead of accepting existing silos, inefficient processes, and other barriers as normal, determine why they exist and how they can be overcome. Don't let "We tried that—it didn't work" hold you back; consider why and where things went wrong to avoid the same mistakes.

**Communicate the what and the why** Explain the benefits as they pertain to your team. To create a shared vision that unifies everyone, give greater meaning and purpose to their actions by appealing to both their mind and emotions.

**Avoid knee-jerk reactions** If you constantly deviate from your plan or are distracted by shiny objects, the change will never become permanent. While you need to be adaptive, you should also stay focused and follow through with decisions.

**Generate big and small wins** Communicate short-term wins regularly and recognize individuals for their success. Showing visible progress keeps teams engaged and motivated, as well as ensures continued support from leadership.

**Don't go the way of the BlackBerry**  
*When the iPhone and other devices embraced a touch screen, BlackBerry stubbornly clung to a physical keyboard—and watched its success dwindle.*

#### Additional Resources

Lencioni, P. (2002). *The five dysfunctions of a team: A leadership fable*. San Francisco, CA: Jossey-Bass.

Kotter, J.P. (2018). *8 steps to accelerate change in your organization*. Available from <https://www.kotterinc.com/8-steps-process-for-leading-change/>



**KARI SIMONSEN, MD**  
UNMC Office of Faculty Affairs

#### » To ensure you effectively lead through change, consider these questions:

- » How can I learn about my own responses to change?
- » How do individual styles influence how we perceive, weather, and embrace change?
- » How can I enhance my resilience?