

A NO EXCUSE APPROACH TO MAKE CHANGE STICK AND DRIVE EMPLOYEE ENGAGEMENT

BY BILL HOGG

This is the sixth in our 6-part organizational change [leadership speaker](#) series of articles that looks at stimulating change for passion & profits.

Change is not an event, rather it's a process. In my experience as a [leadership change consultant](#), "It starts with leaders having a personal change realization, understanding that change is necessary, creating a leadership team to assist with developing the implementation plan and managing adoption." This is how you can make change stick and drive employee engagement.

Change always comes with its detractors, and if you don't take a firm, no excuses approach to change, you will have difficulty holding your employees accountable for making change stick.

Making Change Stick Starts with an Effective Plan

Leaders initiate change behaviours and hold people accountable to deliverables, however, people always present excuses and reasons why change won't work. You can overcome these issues, establish accountability and implement a no excuses approach to change with an effective plan.

A change management plan is an effective tool that helps leaders focus and create a change strategy while also communicating the change process with team members. An effective plan includes the following elements:

- Service mandate and principles
- Process reengineering
- Service standards and accountability
- Training and coaching
- Change management strategy
- Communications strategy

GETTING YOUR TEAM INVOLVED WITH THE CHANGE MANAGEMENT PLAN HELPS TO KEEP THEM ENGAGED AND ACCOUNTABLE AS CHANGE TAKES EFFECT INTERNALLY.

This will provide you with a solid foundation for how to lead change, frame it properly, and effectively communicate the need and benefits of change to employees to maintain a high level of engagement as your organization transitions. A strong change management plan eliminates excuses for non-compliance and also sets expectations and communicates employee accountability.

Learn more about change management plans by reading [Building Your Change Management Plan](#) or send me [an email](#) if you would like a copy of my Organizational Transformation Framework to help you identify which areas of your organization could benefit from some attention.

Balancing Change and Employee Engagement

Going through a transition, making change stick and maintaining a high level of employee engagement is a tricky balancing act for leaders, especially if change is not welcome initially, but this is not an excuse to fall off track and fail to make change stick.

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Getting your team involved with the change management plan helps to keep them engaged and accountable as change takes effect internally.

You can improve levels of engagement and make change easier by getting input about proposed change from all levels of your organization. Ask your team what they think, allow them to make suggestions, and get buy-in up front. This helps you determine what your employees like or don't like, and the ability to collect multiple perspectives before solidifying your change strategy.

It's tough to hold people accountable for change when you impose something on them that they had nothing to do with. But you can hold them accountable when you make them part of the process.

Your ability to keep your employees engaged during change will have a huge bearing on your ability to make change stick and change your organizational culture. [Seven Steps for Creating Behaviour and Performance Expectations that Drive Employee Engagement](#) provides an outline for how to keep your team engaged when you are going through change:

- Identify values that guide your business
- Set clear expectations
- Command accountability
- Develop a culture of trust
- Manage the change conversation
- Monitor change and outcomes over time
- Put in place a process to review and reward engagement

Making change stick is challenging, and keeping your employees engaged and accountable throughout the process can be even more of a challenge. Framing change the right way, having a strong change management plan, allowing your team to provide input in how change will take place, and giving change time to take place will give it a better chance to stick and keep your employees engaged during the transition.

For more information about this topic or to book Bill for a [leadership speaking](#) engagement, [contact Bill Hogg](#) or visit us online at www.BillHogg.ca where you can [sign up to receive an article](#) like this each month.

Change Instigator | Transformational Leadership Expert | Professional Speaker



Bill works with senior leaders to stimulate change -- that accelerates passion, productivity and profits! For over 30 years, Bill has been the go to guy when the [world's most recognized brands](#) are faced with challenges that require change -- to improve bottom line results. Bill takes no prisoners and his clients love him for it.

Bill provides world class executive consulting, dynamic keynote presentations and transformative workshops for clients that include; Adecco, Ontario Teachers' Pension Plan, Pita Pit, Thompson Abern, Toronto International Film Festival and ServiceOntario.

For additional articles and information on how to transform your organization, contact bill@billhogg.ca

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