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Event

Member Webinar

Change Management





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About Me

- Master Coach with Neuroscience
- Trainer
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Webinar Session

Outline

- Organisational Change
- People & Change
- Change Models
- Communicating Change





Topic 1



Organisational Change



Organisational Change – What Influences it?

Q1. What's one change your organisation has had to make recently, and what do you think influenced it?

Q2. If your organisation had to make a major change tomorrow, what do you think would most likely drive it?



**Connecting through
reflection and sharing real
experiences**

Organisational Change

Here are 6 main types of factors that **influence organisational change**:





Topic 2



People and Change



People & Change – Resistance to Change

Q1 – What's a recent change at work that felt challenging for you personally, and why do you think that was?

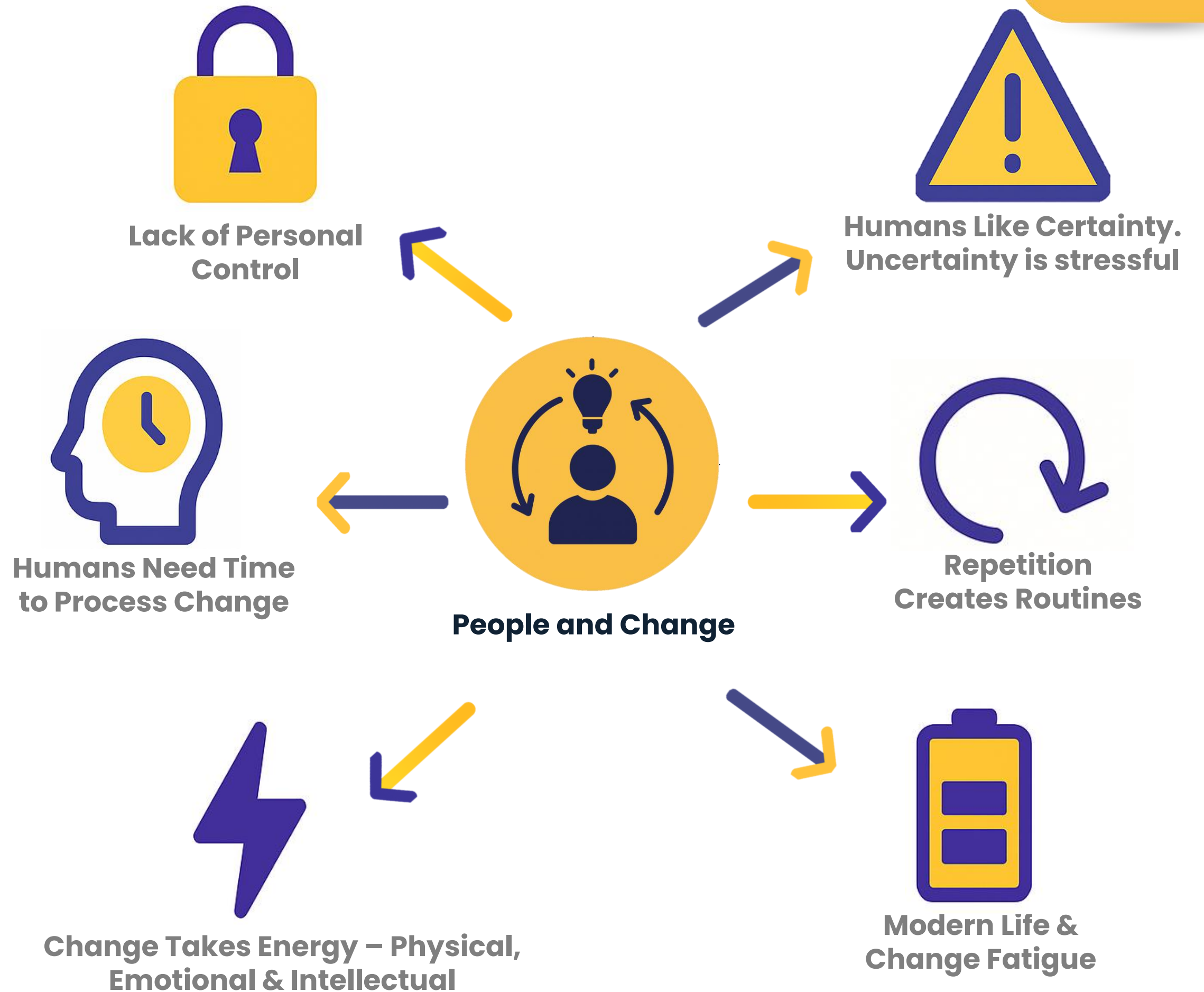
Q2. When a change is announced at work, what's the first thing you tend to think or feel?



**Connecting through
reflection and sharing real
experiences**

People and Change

Exploring why people experience resistance to change:



Stress & Change





Topic 3



Change Models



Change Models

Kurt Lewin's Change Model



Change Models

Kurt Lewin's Change Model

Unfreeze – Key Actions:



- **Recognise the need for change** – Identify why the current situation can't continue.
- **Determine what needs to change** – Clarify the specific behaviours, processes, or structures that must shift.
- **Encourage the replacement of old behaviours and attitudes** – Help people loosen their grip on current habits.
- **Ensure there is strong support from management** – Leadership must demonstrate commitment and alignment.
- **Manage and understand doubts and concerns** – Acknowledge fears early and create space for open communication.

Change Models

Kurt Lewin's Change Model

Change – Key Actions:

- **Plan the changes** – Define the steps, resources, and timeline required to move from old to new.
- **Implement the changes** – Put the plan into action and support people as they transition.
- **Help employees learn new concepts or points of view**
 - Provide training, guidance, and communication to build understanding and confidence.



Change Models

Kurt Lewin's Change Model

Refreeze – Key Actions:



- **Reinforce and stabilise the changes** – Ensure new behaviours and processes become the standard way of working.
- **Integrate the changes into everyday practices** – Embed the change into policies, routines, and organisational culture.
- **Develop ways to sustain the change** – Put supports in place such as training, feedback loops, or updated systems.
- **Celebrate success** – Acknowledge and reward progress to strengthen long-term commitment.

Change Models

Kurt Lewin's Change Model – SUMMARY

Applying the Model – Translate the theory into practical application:



1. Thinking about Unfreeze

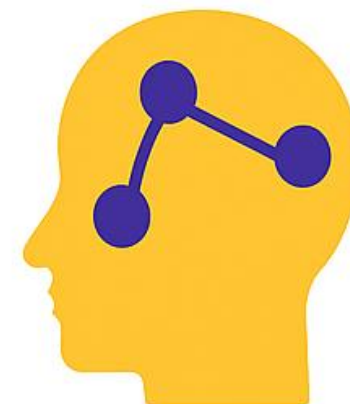
What's one thing you could do to help people understand *why* a change is needed before it happens?

2. Thinking about Change

How could you better support people during the transition – for example through communication, training, or reassurance?

3. Thinking about Refreeze

What could you put in place to make sure the new way of working actually sticks?



If you think about a current change in your organisation, which stage do you feel needs the most attention – Unfreeze, Change, or Refreeze – and why?

Change Models

Mckinsey 7s – Change Model

Reminds us that organisations don't work like machines where you can replace one part and everything still runs smoothly.

Organisations work more like ecosystems — everything is connected.

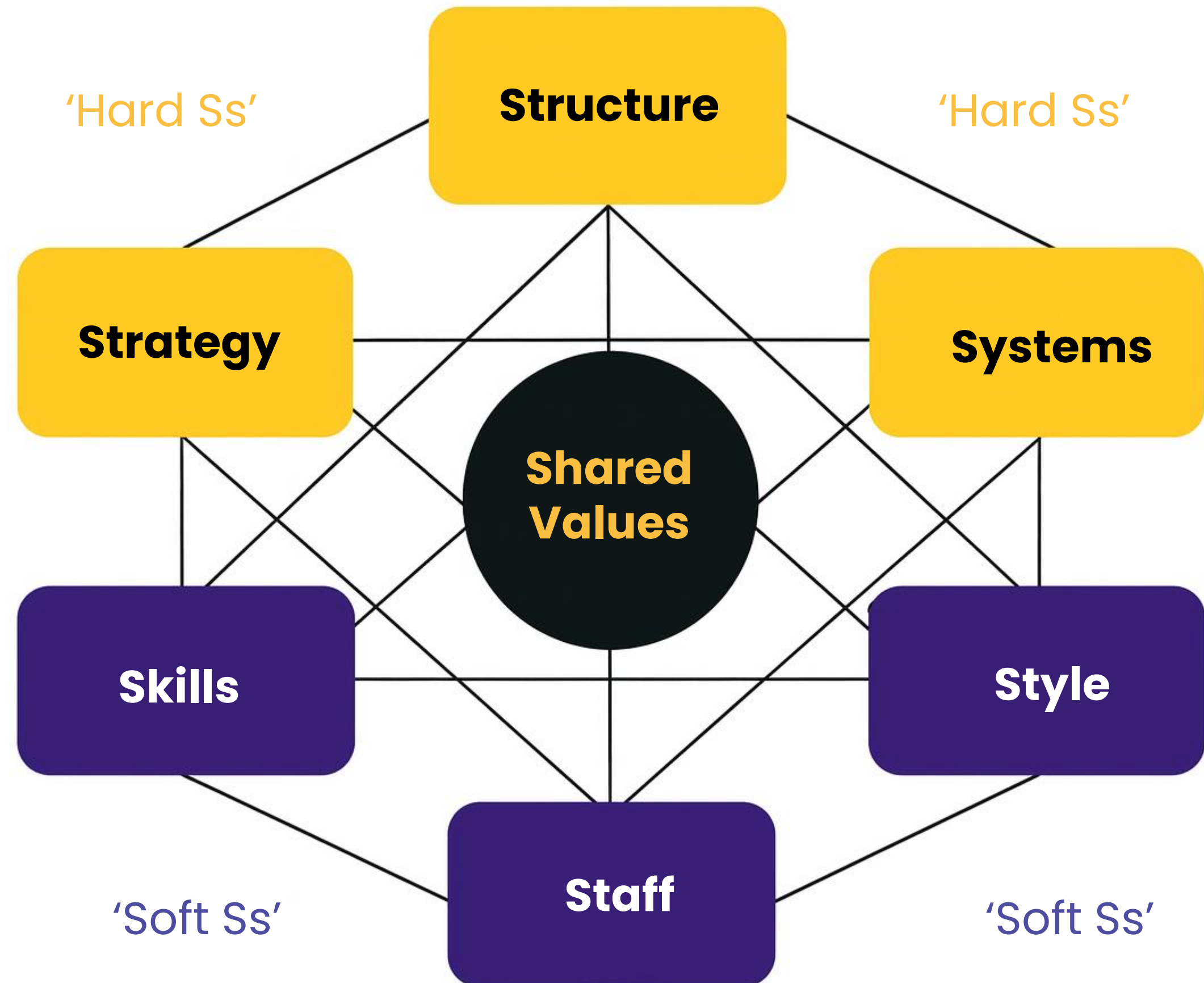
How to Apply it:

If one element changes, the others will be affected — so successful change means aligning all seven.

Shared Values sit right at the centre because culture and purpose ultimately shape how everything else works.

By using this model, we can diagnose:

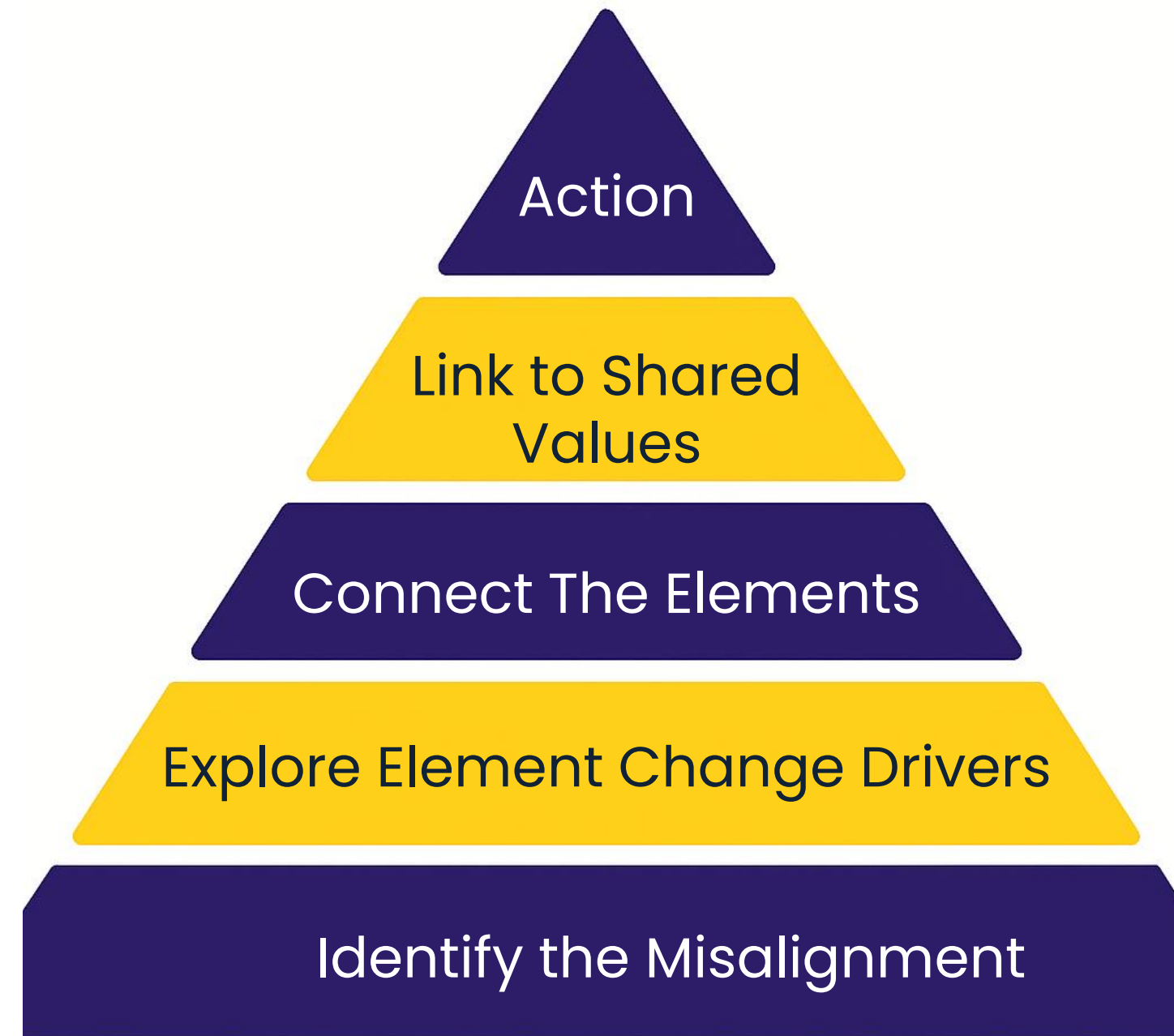
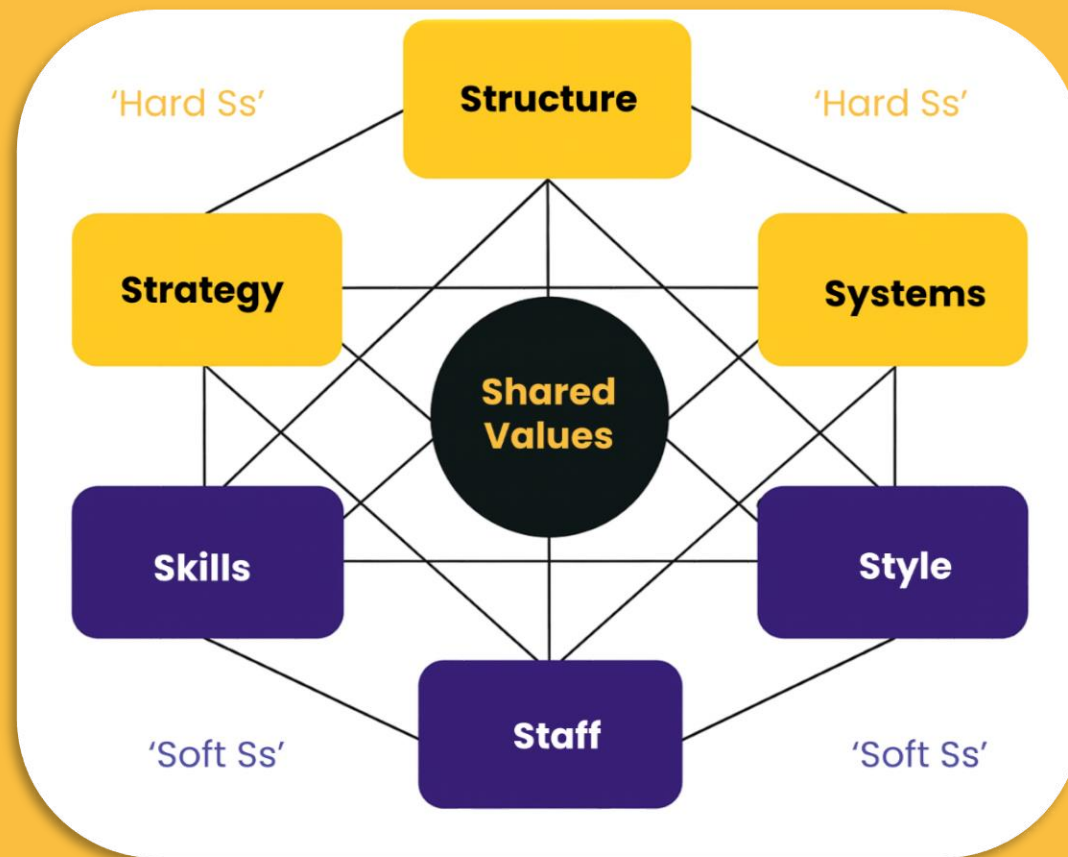
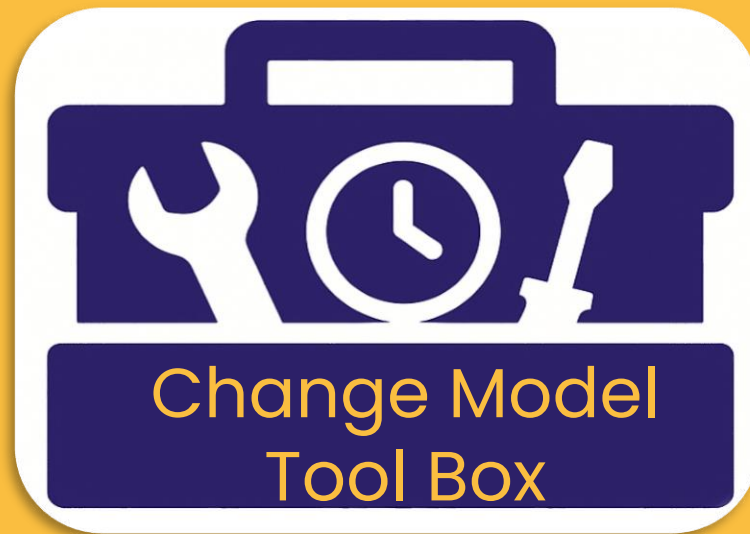
- where things are misaligned,
- understand why change isn't sticking, and
- identify where we need to focus our efforts



Change Models

Mckinsey 7s – Change Model

Practical Application





I want you to think about a time when a change completely threw you off?

Change Models

Kubler-Ross Change Curve Model

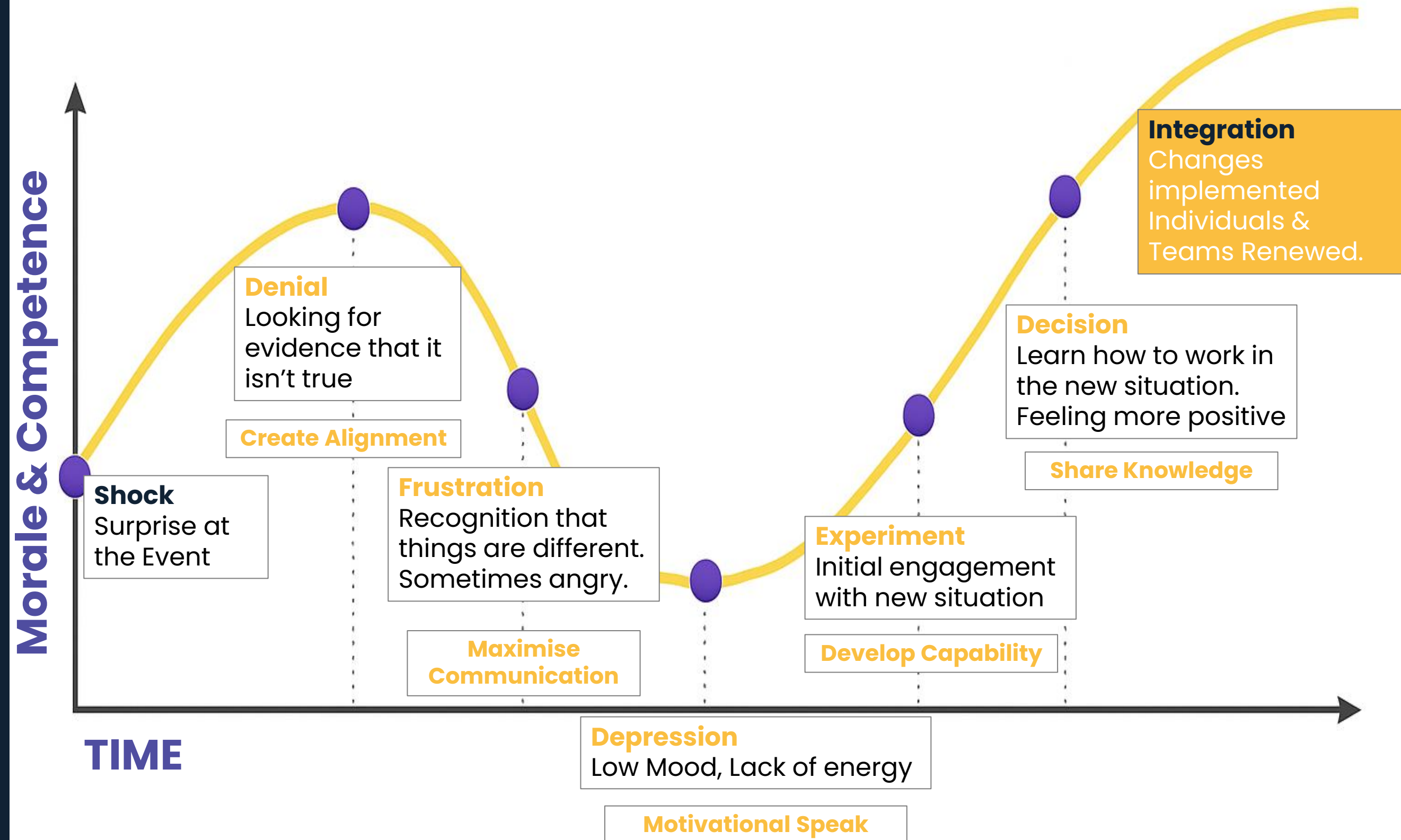
Humans move through **predictable emotional stages** when faced with change.

And that's exactly what the **Kubler-Ross Change Curve** helps us understand.

The power of this model is simple:

- It helps us *anticipate* how people might react
- It helps us *respond* with empathy, timing and clarity
- And it helps us *recognise our own reactions*, too.

So rather than seeing resistance or dips in performance as problems, we can start to see them as **normal human responses** that can be supported, guided, and worked through.





Topic 4



Communicating Change



|| You cannot over-communicate organisational change.

Communicating Change



**Communicate
as early as
possible**



**Communicate
Honestly (if you can't
communicate openly)**



**Communicate
the Why, What,
How and When**



**Manage &
Lead**

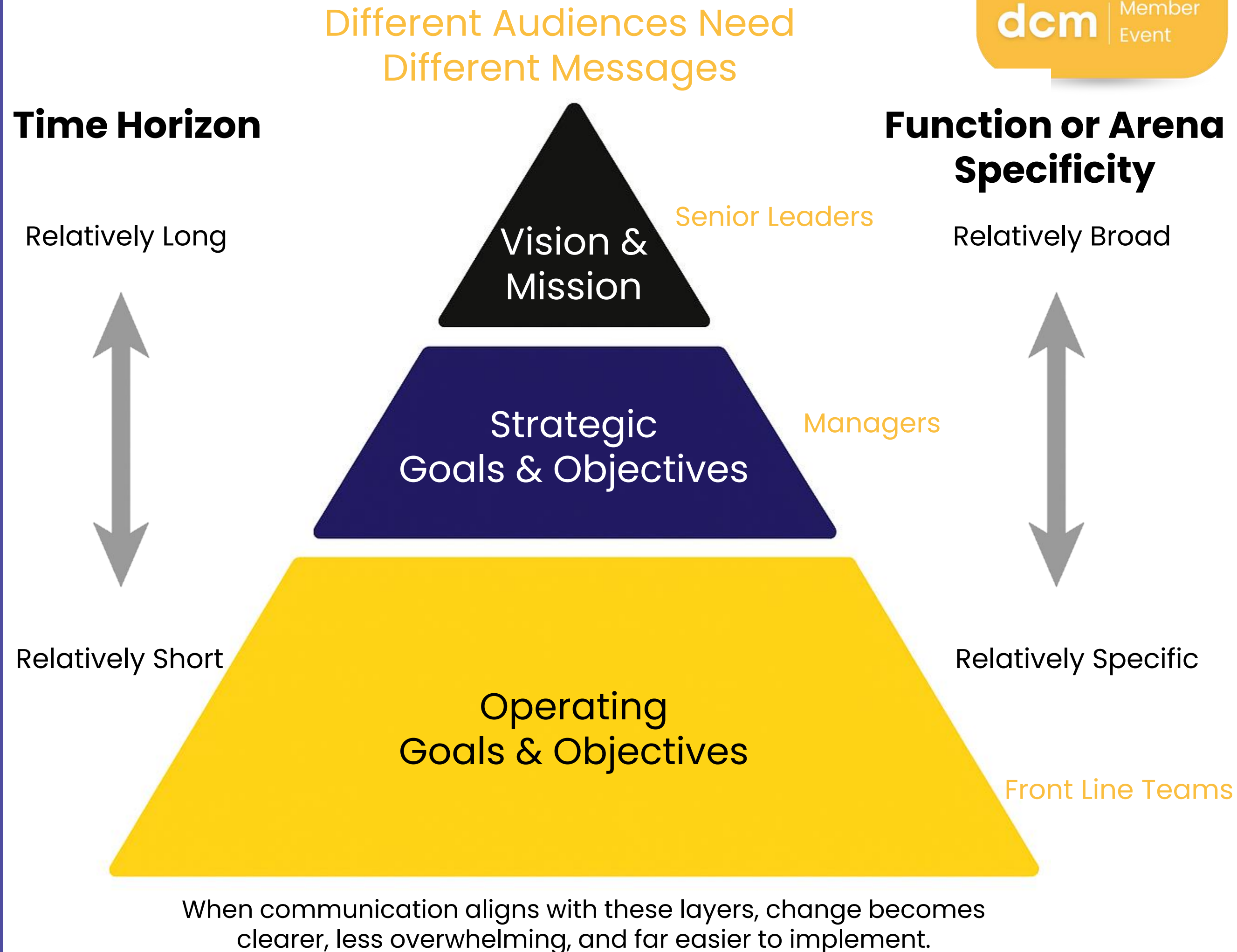


**Normalise
Change
Communication**

Communicating Change

The pyramid is a well-established **hierarchical goals framework** commonly used in **strategic management** and **organisational planning**.

It shows how different levels of an organisation operate on **different time horizons** and with **varying levels of specificity**—and why your communication must adapt accordingly.



Communicating Change

The Why

“Share it, don’t sell it”



In your experience, what usually triggers the need for change — people, processes, or external pressures?

Pop your answer in the chat.



Communicating Change

The What



**What's one way you think
this change could
positively impact your
day-to-day work?**

Share insights in chat box.

WHAT

What will the change look like in practical terms? Give a clear picture of what will be different day-to-day.

We'll be better positioned to take advantage of market opportunities. We will have a separate sales team for each business function

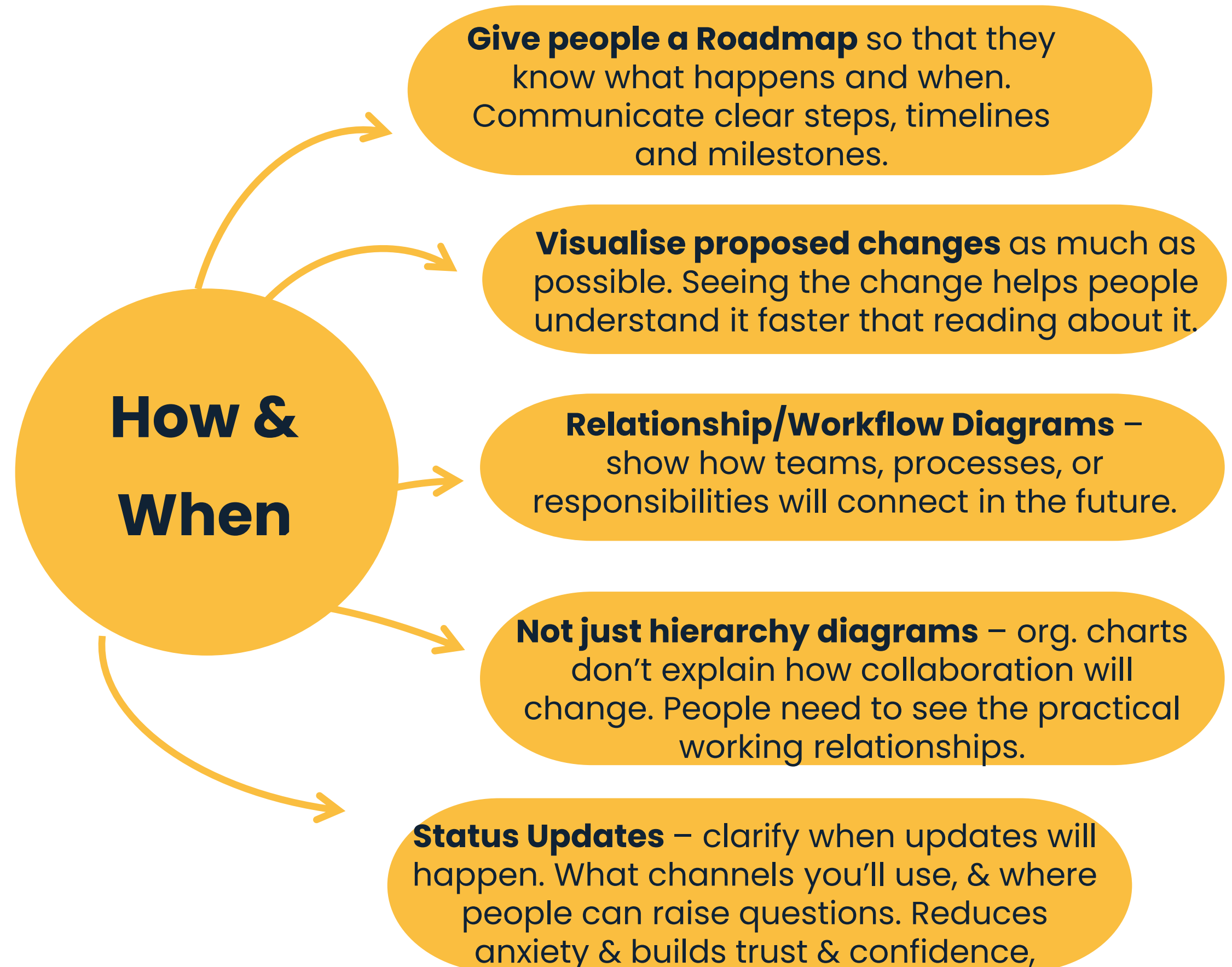
Share as much detail as you can give. People feel safer when uncertainty reduces – even small details matter.

Employees should be involved in the what. Input makes the change design more realistic and more accepted.

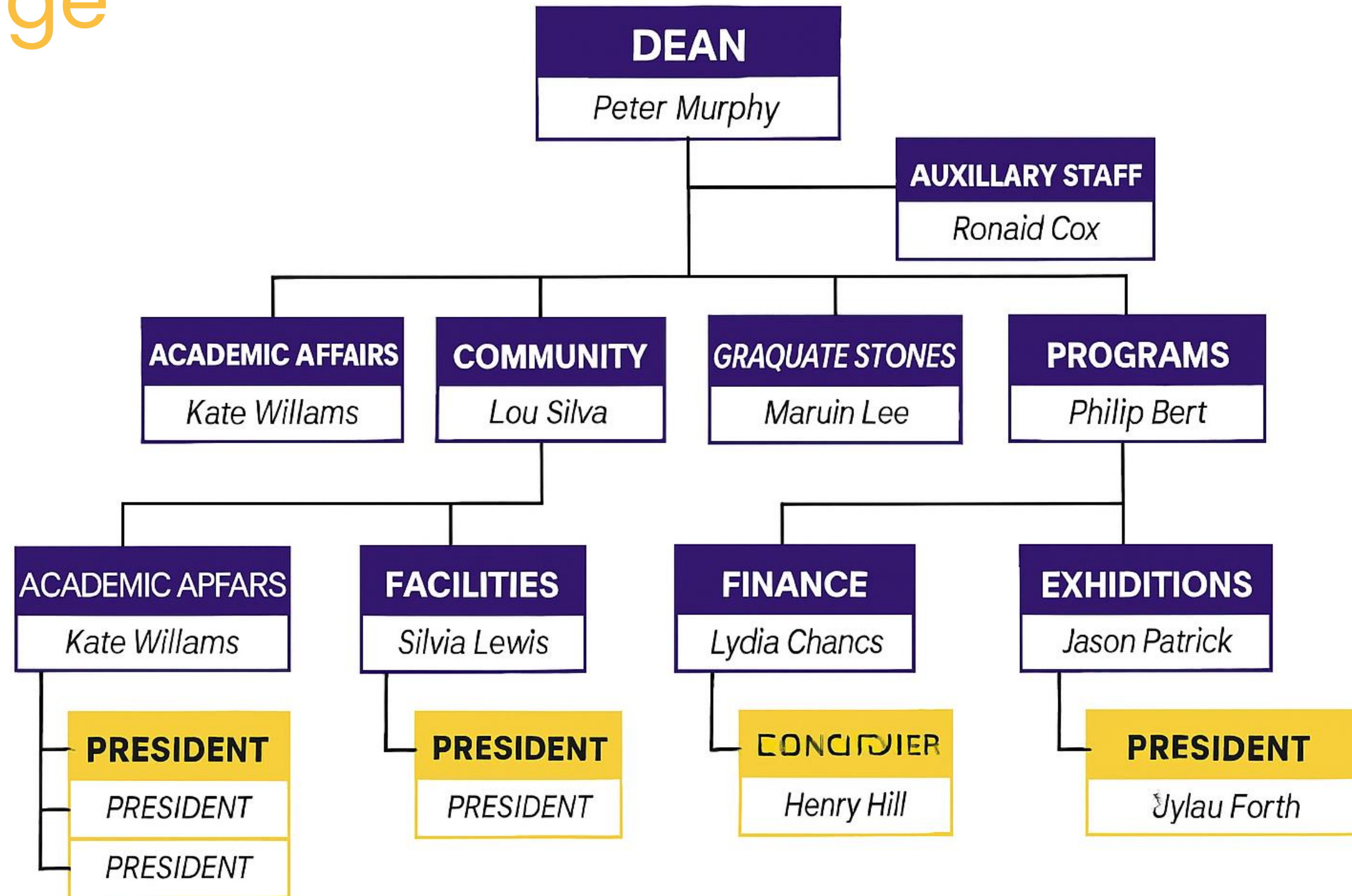
Communicating Change

The How & When

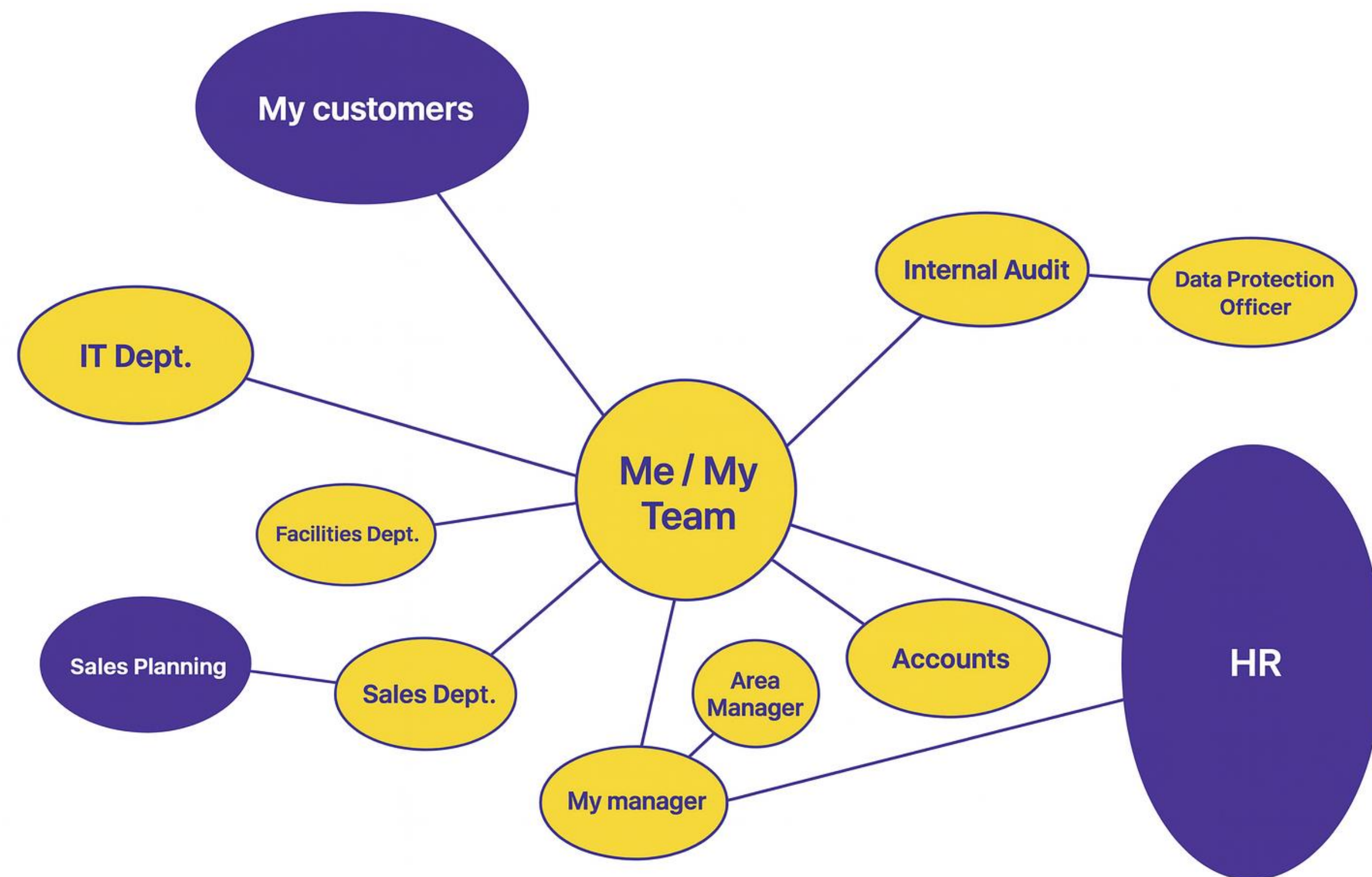
When a change was communicated well in the past, what made the communication effective? day-to-day work?



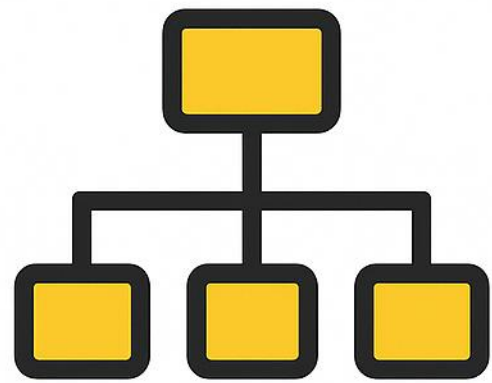
Visual Change



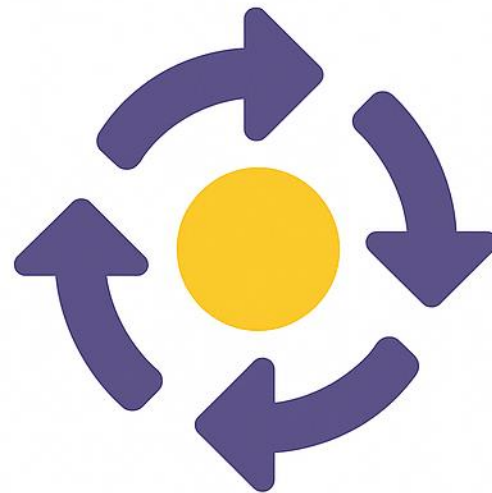
Visual Change



Communicating Planning



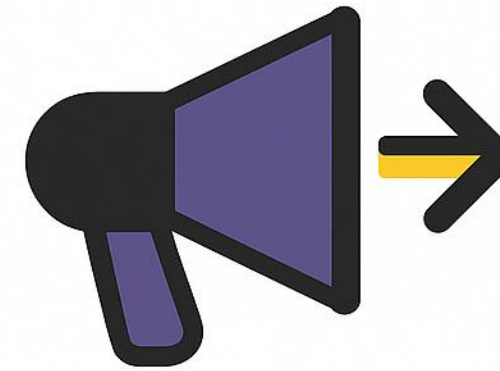
Plan clear lines of communication around the change



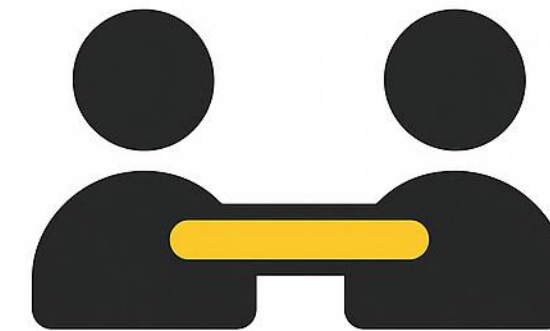
Multi-directional Communication



AMA sessions, forums, FAQs, Webinars Podcasts



Pilot the Change "championing," "advocacy," or "change ambassadors"

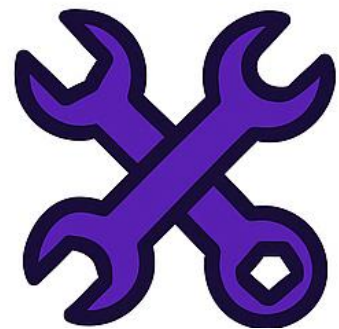


Backchannels are far more effective than you realise



Uncertain, stressed people assume the worst

Practical Implementation



Change Team – A dedicated group drives the change, keep momentum & co-ordinates activity



Staff seconded from each affected area – people who know the day-to-day realities provide essential insight



Consultation process with people who understand processes



Involvement & engagement – people support what they help create



More appropriate structures & systems as a result – with cross-team insight & engagement – more efficient, aligned and future fit

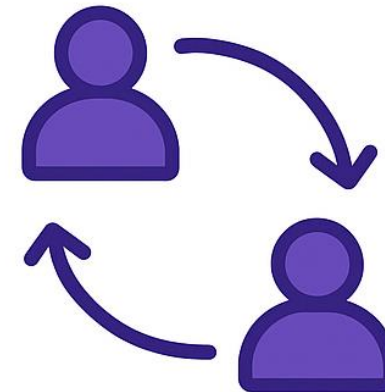
Managing Individuals Through Change



**Manage your own
mental health –
stress hurts
perspective &
communication**



**Listen to staff – do
not dismiss
concerns**



**Communication is
downward, upward &
sideways**

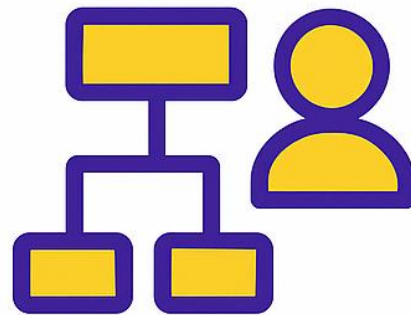


**Your team will
emulate you –
working hours,
attitude,
communications**

Normalise Change



**Regular, small-scale
organizational
changes**



**Change manager
or change control
board?**



**Communication these
changes**



**People recognize
that the
organisation is
changing
constantly**

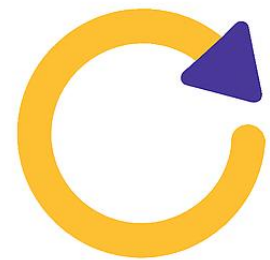


**Employees are
more aware of
the organization
as a whole**



**Less surprised
when large scale
change is
announced**

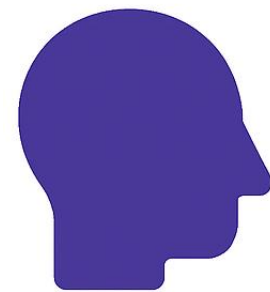
Managing Change – Summary & Wrap Up



**Change is an
organisational
necessity**



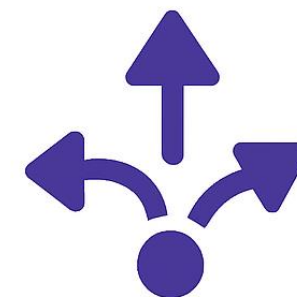
**Pushing people
outside of their
comfort zone, is
taxing – but also
positively
challenging**



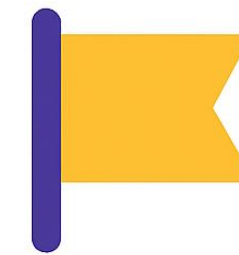
**Many different
ways of
modelling
organizational
change**



**Communication
is Key**



**Early, often,
multi-directional
& planned**



**Lead for direction,
manage for
stability**



**Self-Management
before People
Management –
look after yourself
through change**

“ Change is not a threat — it’s an invitation to grow.

What’s one action you can take *next week* to lead or support change in a more resourceful way?



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QUESTIONS & ANSWERS?

Ask Away.

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