

AN EFFECTIVE CHANGE VISION

The change initiative must have an effective change vision that is imaginable, desirable, feasible, focused, flexible and communicable. This is essential to the implementation of change and can solve barriers such as 'lack of the conviction of the need to change' in employees and 'lack of a compelling case' in the team responsible for the implementation.

The 5-step approach was developed to show the necessary steps for the creation of the change vision. The Toolkit will facilitate the implementation team is moving through the first step, by realising the complexity of the challenge.

Increase awareness on the **COMPLEXITY** of changing organisations



Select seed

Before starting a change initiative, you must realise the type of change that has been chosen. Similar to the selection of the seed of a plant, before planting it.

Plant

Next, the seed is planted into the minds of the people in the organisation that the current situation is undesired and change is needed.

Root

The first small roots shoot into the ground, these represent the ambassadors in the coalition that are connected to the organisation and the initiative.

Sprout

The seed sprouted and something small popped up from the ground, indicating the direction of growth. This is the vision that is created to indicate the direction of change and desired outcome.

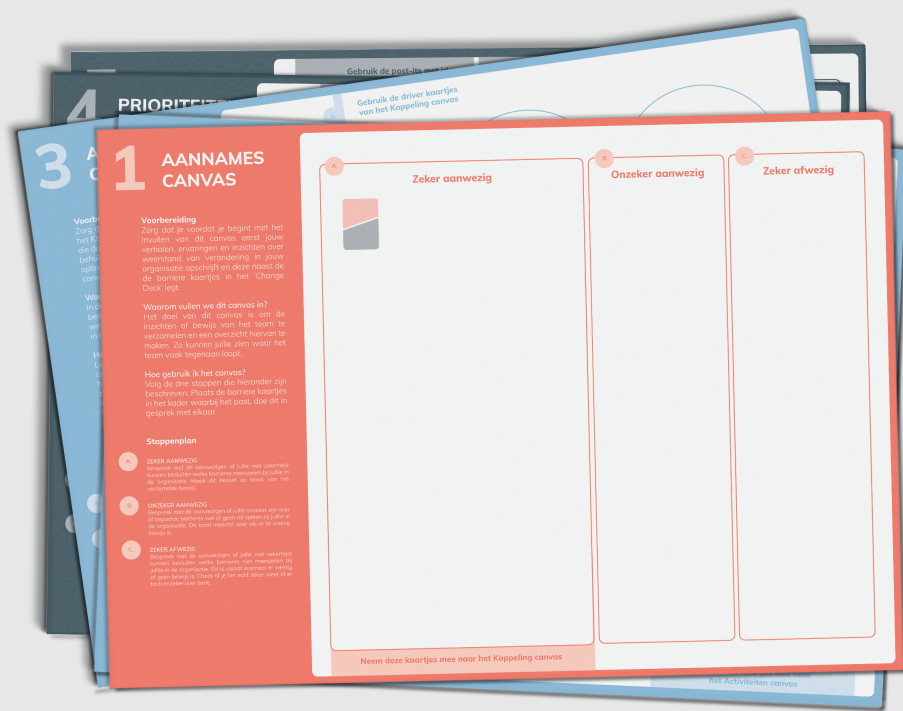
Grow

This is the moment for the plant to grow, as the people behind the change initiative. Weeds are cut away to give the plant all the energy it needs, similar to the barriers of change in the organisation.

“Build awareness in the team of the complexity of implementing and managing radical change and the positive impact of an effective change vision.”

- Design aim

DETECTION, ACTION, REFLECTION TOOLKIT



Mapping Session Canvasses - These five canvasses will help your team through the process of detecting barriers in the organisation, creating new ideas for supporting the change initiative and reflecting on your current activities and team dynamics.



Change Card Deck - An overview of all the barriers and drivers of change, will help the team to see the factors that create resistance and get inspired by the possibilities for solutions.



Presentation Slide Deck - This presentation will help the team convince top management of their need for more support in the implementation, by explaining the insights gained in the mapping session about the current status of the implementation.

The implementation of change in the municipality:
Designing interventions awareness and spreading the change vision

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