**CHANGE ROADMAP**

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| What problem(s) are you trying to solve? | |
| List some reasons why your project might fail (including people) | |
| 1. Establish a sense of urgency – people must genuinely believe that the status quo will not suffice and that the program/project must begin now  * List 3 reasons why anyone should care about this particular effort: * In what ways can you inspire people to change (“burning aspiration”)? * In what ways can you create a “burning platform” to drive people to change? | |
| 1. Create a guiding coalition – generating buy-in is key to success. | |
| * List members of your *Guiding Coalition* – formal leaders who can help you lead change: | * How will you convince them to get on board? |
| * List members of your *Volunteer Army* – opinion leaders who can help you lead your change: | * How will you convince them to get on board? |
| * What will you ask your guiding coalition to do to inspire others to follow? | |
| 1. Develop a vision and strategy – people must be inspired to join you.  * What is the vision for your project? Describe (succinctly) what you will achieve that is not happening today * Name 3 strategies that will help you achieve your vision: * What will your elevator pitch be? | |
| 1. Communicate the Change Vision – *remember to communication to all your stakeholders.*  * List at least 5 ways you can communicate your vision (include forums, meetings, publications, in person conversations, etc.)   1.  2.  3.  4.  5.   * How will you change your communication for different audiences (key stakeholders, skeptics, etc.): * How often will you communicate? Who will be responsible? | |
| 1. Empower broad-based action *– make it easy to support the project (eliminate barriers).*  * List at least 3 major barriers to the success of your program/project:   1.  2.  3.   * List ideas for overcoming these barriers: * List ways in which you could make it EASIER to support the program/project: | |
| 1. Generate short-term wins *– convert skeptics and reward supports through frequent, clear demonstrations that your agenda carries benefits over the status quo.*  * List 3 short-term wins you can achieve within the first 1-2 weeks:   1.  2.  3.   * List 3 rewards that you afford to give in response to success (don’t forget appreciation – it’s often free!)   1.  2.  3.   * List 3 ways you’ll share these short-term wins with others:   1.  2.  3. | |
| 1. Consolidate gains, produce more change.  * List 3 bigger wins that are closer to your final version that you will build toward in the next few months:   1.  2.  3.   * List 3 structures/systems that would need to be changed to insure bigger, long-term success:   1.  2.  3. | |
| 1. Anchor new approaches in the culture  * List 3 ways in which you can tie this success back to what people personally are about:   1.  2.  3.   * How might you alter policies and procedures to sustain the change? * How might you alter expectations around who is hired and promoted to sustain the change? | |