**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?
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| 1. Create a guiding coalition – generating buy-in is key to success.
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| * List members of your *Guiding Coalition* – formal leaders who can help you lead change:
 | * How will you convince them to get on board?
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| * List members of your *Volunteer Army* – opinion leaders who can help you lead your change:
 | * How will you convince them to get on board?
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| * What will you ask your guiding coalition to do to inspire others to follow?
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| 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?
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| 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?
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| 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:
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| 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?
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