



Creating a Compelling Case for Change™

Why this Workshop?

Without a good case for change, it's difficult—if not impossible—to mobilize people to support a new initiative. The case must be compelling enough to outweigh the forces that support the organizational status quo, whatever that may be. While a compelling case alone will not guarantee change, it's a necessary foundational element.

Organizations often make these mistakes relative to a case for change:

- They don't explicitly develop one, leaving leaders to create potentially unaligned versions
- They neglect some of the elements of the case, often focusing primarily on the benefits of the new initiative (which is *not* the right starting point)
- They create a case that is compelling to one group of stakeholders, but not to others whose commitment is also critical

The ***Creating a Compelling Case for Change™*** workshop is designed to help leaders create a case for change that is *based on principles of individual and organizational psychology*, and *motivating to a wide variety of stakeholders*.

Target Audience

- Initiative leaders
- Project leaders

Workshop Approach and Outcomes

The workshop takes participants through a step-by-step approach to building a case that helps create commitment to a change initiative. Participants will work with a partner and will have the opportunity to get input from the larger group and the facilitator.

Participants will leave with the basics elements of a compelling case, which they can further refine and test with their colleagues and stakeholders.

Agenda

- Learn the framework and elements of a compelling case for change
- Assess your current case for change
- Improve/create your case for change
- Develop ideas for communicating your case
- Identify next steps

Length

- 1 day

Timing

- 9:00am – 5:00pm (or equivalent)

Recommended Class Size

- Up to 16 participants

Required Pre-Work

- Need to collect and bring information on the initiative, stakeholders, and current case for change. Participants will be given a checklist of specific information needed.

Recommended Follow-Up

- Further development/refinement of the case with colleagues and stakeholders
- Professional coaching/consulting (as needed) on developing and communicating the case