



Creating a Compelling Case for Process Improvement™

Why this Workshop?

Without a good case for change, it's difficult—if not impossible—to mobilize people to support a process improvement initiative. Whether it's Lean, Six Sigma, Continuous Improvement, or any related approach, the case must be compelling enough to outweigh the forces that support the organizational status quo. 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 process improvement (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 to process improvement is also critical

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

Target Audience

- Process Improvement initiative leaders
- Process Improvement 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 process improvement 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 process improvement
- Improve/create your case for change
- Assess your current case for change
- Develop ideas for communicating
- 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/bring information on the process improvement initiative, stakeholders, and current case for change. Participants will be given a checklist of 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