Logo

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# Building the Case for Change

## Introduction



Another key skill for leaders is the ability to communicate a vision to their organizations.

As part of moving from a champion to an enterprise leader you will need to state the reasons and ultimate benefits for moving from the performance to results focus of the past to a results to performance focus in the future; “building the case for change” for your organization.

## Building the Case for Change – Creating a Script for Your Organization

### Activity Instructions

**Describing the Future**

* 1. Describe the current performance and results of the organization.
  2. Describe what is causing the need for change (market conditions, competition, technology disruption, new vision?
  3. Describe the future state results you want to achieve.
  4. Describe how you see the organization performing to achieve the future results.

**Change Management**

* 1. Describe what changes will be required to achieve the future state.
  2. Describe the benefits to the organization.
  3. Describe the benefits to the staff.
  4. Describe the challenges that you think need to be overcome.
  5. Describe your immediate next steps.