



THE STOPLIGHT EFFECT



To successfully navigate change in your organization it is critical to understand the difference in change vs. transition management. Change is something that happens to us, like the move to a new facility. Transition focuses on the human factor and what's going through people's minds as they go through the change. Navigating this process requires an investment of time to build trust, clear communication, and support for our team-members.

SUCCESSFUL TIPS

- ✓ Lead with the "Why" before the "What". People are more likely to resist what they don't understand.
- ✓ Communicate in real time to give employees updated information, dispel any rumors, and answer questions to reduce anxiety.
- ✓ Understand that transition takes time and that each individual moves through the phases at their own pace.



HELPING TEAMS TRANSITION DURING CHANGE

STOP - I AM NOT READY

Individuals struggling with the change happening in your organization are often on red as they are dealing with a loss or ending. This could be a loss of identity as you move from one location to another, the change from closed offices to open concept, or an emotional shift in coping with changes in staffing or leadership.

WAIT - I HAVE QUESTIONS

Staff on yellow are typically embracing the change, but want more specific details and timelines before they will fully commit. Employees can feel confused, uncertain and impatient if they feel left in the dark on the events that are happening. Trust is critical in this stage as our team needs to trust we are focusing on their needs and providing accurate information as soon as it is available to reduce anxiety.

GO - LET'S DO THIS

These are your champions who are excited about the changes happening in the organization and look forward to new beginnings. When identified early in the process, these individuals can help lead your teams through the transition as peer-to-peer advisors and resources.

To learn more visit us at www.cbsisandiego.com