

Proactive Organizational

Change

TM

“Increasing organizational accountability by aligning strategic, cultural, and personal agendas.”

Phase Zero:
Committing to the Proactive Change Process

“Investment Decision”

- Who must be committed up front?
- What commitment is involved?
- What resources are needed?

“Research & Development”

Phase I:
Discovering Current Strategic and Cultural Realities

Phase II:
Defining the Desired Strategic and Cultural Vision

Phase III:
Communicating the Strategic and Cultural Vision

Phase IV:
Aligning and Implementing the Vision

Phase V:
Developing the Skills for Successful Participation

Phase VI:
Discovering the Next Plateau

- What did we learn?
- Which assumptions have changed?
- What adjustments are needed?

“Sales & Service”

- How do we create “buy-in?”
- Who is accountable for what?
- How can everyone contribute?

“Continuous Improvement”



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