



## Tools and Strategies for Effectively Navigating Change with Lauren Croucher

**Description:** The last 10 years has seen rapid changes to processes, projects and positions. And as essential as it is to keep up with change, it's even more essential to ensure that your team is on board with you. People care about how change is going to impact them personally, and leaders need the tools and strategies that will help them and their team navigate change.

On this episode of The Forward Thinking podcast, Stephanie Barton is joined by RevGen Partners senior manager Lauren Croucher for a conversation about the tools that can help any leader effectively navigate change. From evolving with the rapid changes that we have all experienced during the pandemic to embracing your team's latest initiative roll-out, their conversation is filled with advice that can help leaders effectively manage change.

"Technology in general will free humanity to be more human." — Scott Klososky

Episode Insights Include:

### Effectively managing change

- + Change has the potential to be extremely destructive if it's not managed properly.
- + The pandemic has warped the speed of change and the need to change quickly.
- + The change curve is a helpful tool in managing change – and it's also known as the Five Stages of Grief.

### The right time to formally approach change

- + Change management is the other side of project management.
- + It is appropriate to utilize a formal approach to change every single time it happens.
- + It is essential to focus on the people rather than the product affected by any change.
- + Identify the reason behind the change and the goals you hope to achieve by making it.
- + It's never really too late to formally address change and what's in it for those affected by the change.

### **Involving your team in the change process**

- + Address WIIFM – What's In It For Me?
- + A sponsorship coalition is an integral part of effective change management.
- + The team can be as large or small as needed based on the size of the initiative.
- + Leadership and communication responsibilities can be given to this team leader.
- + Team members need to hear how change is going to affect them from their direct supervisor.

### **Effective change must-dos and don'ts**

- + Train your managers and leaders on how to manage change with people.
- + Follow the Rule of Seven – use seven ways to share your message seven times.
- + There will be resistance – embrace it and plan for it.
- + Utilize tools that allow for more casual communication and empower people to embrace the change.
- + Communication is key. It can speed up moving your team through the stages of grief.

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### **Resources**

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### **Get in touch**

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