

EFFICIENTLY SCALING SALES

Change Management Checklist

STEP 1

Build the Foundation

Identify the logical reasons for the change

Assess change readiness and risk

Build a business case for the change

Build a methodology for the communication/people side of change

Identify desired outcomes and results

Decide what success will look like

Allocate resources for change management

STEP 2

Create the Change Communication Process

Develop change management plan that is aligned to organization wide goals

Decide when and how the change will happen

Predict obstacles and identify how to remove them

Decide who will communicate changes

Decide how you will ensure communication is timely and clear to all

Decide what training/coaching people will need

Identify all the audiences that need to be made aware of the change

Identify how each audience will benefit from the change

Identify the most effective channels of communication

Create a plan to handle questions and two-way communication

STEP 3

Identify Your Execution Team

Create change management roles and responsibilities

Present change management plans to execution team & get feedback

Identify potential resistors to change and understand why

Identify informal change advocates

Identify skills gaps needed to adopt new change

Enable key change advocates to communicate to leadership

STEP 4

Prepare for Training and Resistance Management

Identify current skill levels and gaps

Create ongoing and contextual training resources

Prepare managers to communicate and train new process/tool

Proactively train managers how to respond to change resistance

Develop plan to limit resistance

Create a system to track adoption and usage of the new process/tool

Establish a way to gather feedback

Create a system to celebrate wins during change implementation

STEP 5

Review and Reflect

Inquire with key stakeholders to understand how well you have addressed the problem with this new change

Analyze metrics to identify and report on progress and success

Reinforce positive behaviors and reward early adopters

Continue working with managers to coach to and model the change

Ensure that policies, procedures, and incentives are consistent with the change

Decide what corrections need to be made if any and build habits to sustain the change

Identify what's working and develop a plan to replicate the success