

CSS Making Change Happen

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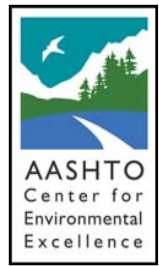
“A Five Step Process for Successful Change Implementation”

Presented by

Dr. Tom DeCoster

Director, AASHTO Leadership Institute





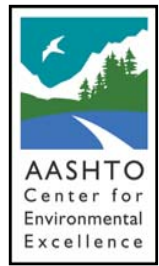
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Preface

- *Acknowledge Reality - Getting from Concept to Practice*
- *Act on Reality - Integrate the “Hard and the Soft” Sides of Change*
- *Acknowledge the Inevitability of Pain*





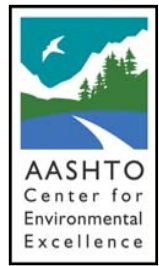
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Step 1 – Crafting the Message

- *Evolutionary v. Revolutionary Origin*
- *External v. Internal Ownership*
- *Negotiable v. Non-Negotiable Input*
- *Emphasize Confidence via Success*





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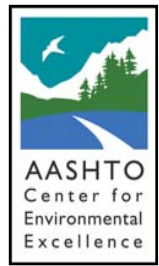
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Step 2 – Communicating CSS

- *Plan the Communication Process*
- *Customize the Content to the Audience*
- *Acknowledge the Selfishness of the Information Receiver(s)*
- *Practice the 5-4-1 Rule*
- *Tolerate Venting*





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Step 3 – Getting Alignment

- *Governor and the Governor's Staff Awareness/Endorsement*
- *Community Integration*
- *Executive Team Support*
- *Middle Management Compliance*
- *Support Units Facilitation*





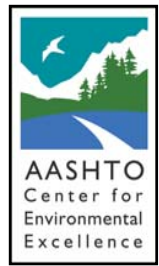
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Step 4 – Making Change a Reality

- *Practice Commitment Charting*
- *Appoint a Change Manager*
- *Pursue Low Hanging Fruit*
- *Abandon Controversial Nonessentials*
- *Highlight Incremental Successes*
- *Resort to Coercion*





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Step 5 – M, M & E Reality

- *Emphasize Performance Metrics*
- *Emphasize Change Process Metrics*
- *Make Interim Modifications*
- *Reassign Key Personnel*





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“Oftentimes we begin the process of change by looking forward to the time when it will all be over and we can go back to doing our real jobs.”





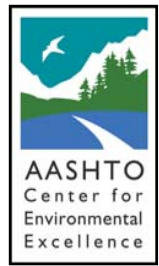
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Not so with CSS

We need a cultural change to be successful in implementing a new reality





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Contact Information

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