

CHANGE DEFINITION

Implementation



Change definition

The first step to successfully implementing your project is clearly understanding what changes will take place, as well as what will accelerate or hinder these changes in your organisation.

Implementation

The purpose of this phase is to effectively implement the solutions you have developed, so they become the new way of working.

Key points

1. Define the change

A good starting point for implementation is being able to have a clear idea of:

1. What is changing?
2. Why are we changing (what are the benefits)?
3. What will happen if we don't change (what are the consequences)?
4. What are the measurements for success?

2. Define the specific behaviours

It is important to understand the stakeholders' perspectives on the level of disruption caused by the change. That's why you will need to engage stakeholders in discussions to define and agree on the specific behaviours to achieve the change. What needs to be done differently than before? Is everyone aware and in agreement?

3. Make a plan

After discussing the change with stakeholders you will better understand what they need to enable them to do the change. This may include equipment and support such as coaching, modelling, testing and recognition. This will help to inform your implementation strategy.

4. Create a sense of urgency

Creating a sense of urgency for change will help you gain the support that your project needs to drive it forward. Create urgency by appealing to the hearts and minds of stakeholders. While data and logic can lead to change, as humans we are often motivated to change by emotions and stories. Include both in your case for change.

Considerations

Consider how defining the change can help strengthen your case for change and action. Define the what, why and consequences in everybody's frame of reference

Clarify

Remember not to assume that all stakeholders share the same understanding of the changes. Take the time to define and understand the purpose, goal and process involved in each change with those affected.

What's in it for me?

Consider how the change will meet an interest for particular stakeholders. You should always think about what motivates different stakeholders to change and how your message can be tailored to them.

Overview tool

The AIM Project overview tool can be completed by sponsors and key stakeholders before implementation, to create a clear and common understanding of the changes taking place.

To the point

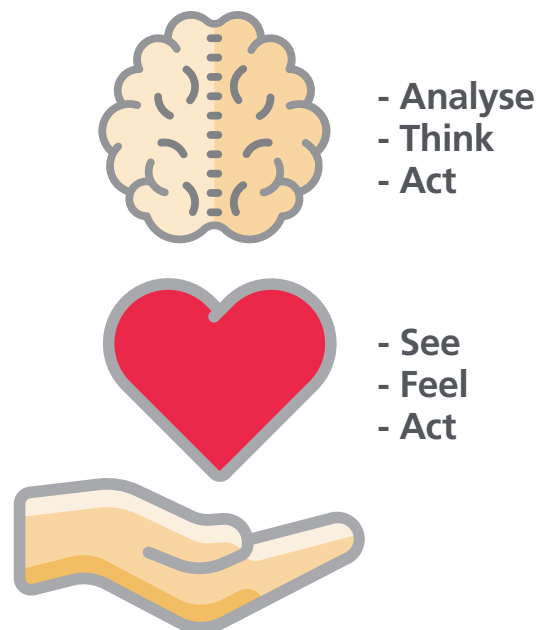
Remember to keep the change definition simple and specific to avoid confusion. Get to the point!

Define the Change

Define the change in the perspective of your audience



Capture hearts and minds



Further information

[My Health Learning Log in Form](#) – Redesign Implementation (202464792): Define the Change

Next steps

Now that the change has been clearly defined you will need to think about building the implementation schedule.