

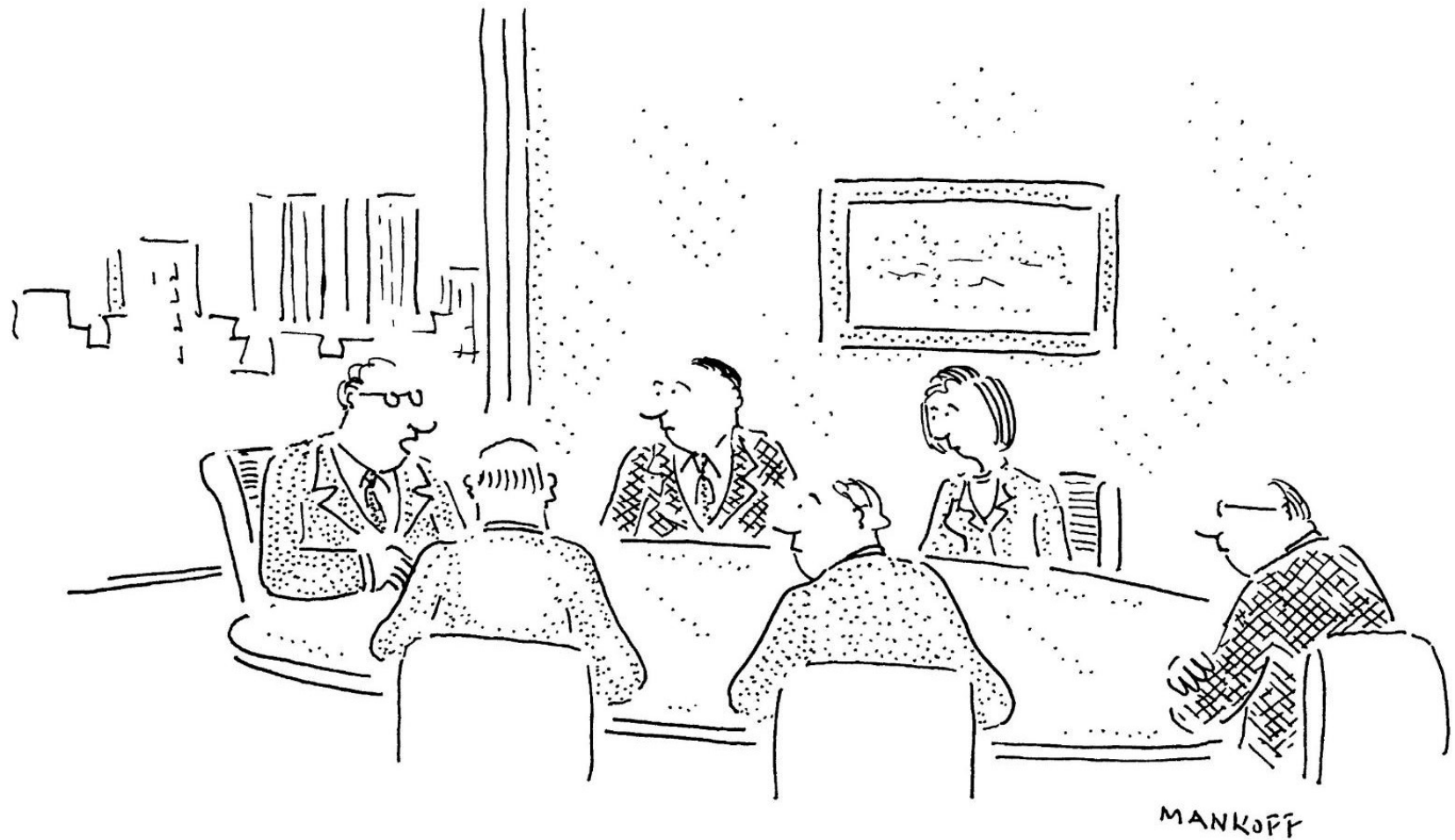
ADAPTIVE CHANGE

BEYOND LOCKDOWN



Session 5:

**Driving Change
from a Distance:**
Yes, You CAN!



"And, while there's no reason yet to panic, I think it only prudent that we make preparations to panic."

We need you to help make this change happen.

That would be tough. Most work out of the office.

Our workforce is entirely dispersed. Most work from home.

No problem. When can I meet with the leadership team?

Well, let me shadow a few employees to understand their perspective.

Uhhhh...

The background of the slide features a warm, orange-to-yellow gradient, suggesting a sunset or sunrise. Two silhouetted figures are shown rappelling down a rope that enters from the top right. The figure on the left is in a more horizontal, spread-eagle-like position, while the figure on the right is more vertical. Their hands and feet are visible as they descend. The overall mood is one of adventure and risk-taking, which metaphorically links to the concept of change based on trust and relationship.

**CHANGE IS BASED
ON TRUST...**

**...WHICH IS BASED
ON RELATIONSHIP**

An illustration of a person in a dark suit and red tie, pushing a large, light blue block labeled 'CHALLENGES' up a steep, light blue hill. The person is in a low, powerful stance, leaning forward with their arms extended against the block. The background features stylized, dark green mountains under a light blue sky.

CHALLENGES

**DIFFICULT TO BUILD
RELATIONSHIPS**

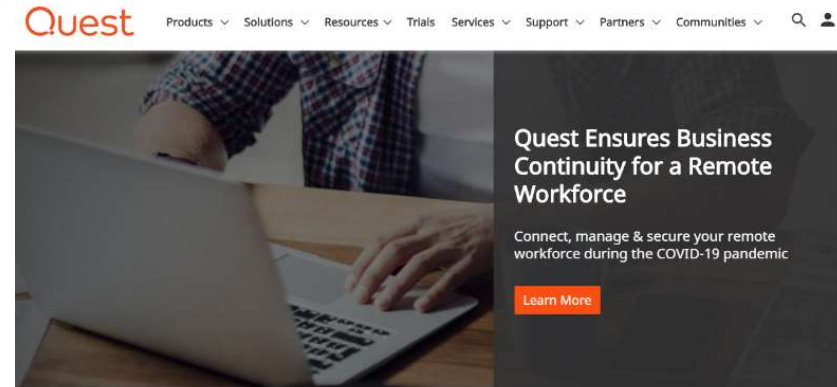
**TRYING TO FEEL WAY
THROUGH MEETINGS
BLINDFOLDED**

**NO COMMON GROUND FOR
COMMUNICATION
(LANGUAGE, VISUAL CUES,
SHARED INTEREST)**

TWO TALES OF DISTANCE-BASED CHANGE



- Enterprise-wide software launch
- Regular contact with sponsor and implementation team
- Office-based
- Dispersed
- Branding
- Communication cadence
- Roadshow
- Credibility boosters
- Super users (UCAN)
 - Investment
- Lots of calls!
 - UCAN
 - Managers
- Personal support



- Enterprise-wide software launch
 - Minimal client contact
 - Remote culture
 - Pandemic...No on-site UAT
- QUOTE TO CASH
NEWSFLASH
- Leadership team interviews
 - Rapport!
 - Updates and demos
 - Find ways to show up
 - Branding/Creative comms
 - Respond personally to every question
 - Reach out for insights
 - Volunteer to help with testing logistics, walkthroughs



**BUILD
BRIDGES**



**MAKE
MARKETING
YOUR
MANTRA**



**BE THE
EXPERT**

TACTICS





- Laugh more – at yourself
- Audience warm-ups
- Ask intelligent questions about the business
 - Do your homework!
- Put your best face forward
- Use the video option - ALWAYS



- Be an informant
 - Help your clients thrive
 - Did you know?
- Know your value proposition
 - 1 min max
- Assume no-one knows about the project – Check



1. Run demos and presentations
 - Bring an expert & make them look good
2. Weigh in – have an opinion
 - Share your experience
3. Gather Intel
 - Polls and Surveys
4. Communicate like a Pro
 - Build a brand
 - Simplify the message
5. Leverage the available tech
 - Zoom, Yammer, Slack, Teams
6. Build a network of Super Users
7. Leverage executive appearances & testimonials
8. Inject fun everywhere possible
9. Express appreciation
10. Celebrate early steps and short term wins
11. Help others
12. REPEAT!

WALK WITH THEM
BE HUMAN



Change is a
[human] contact
sport.
At some level, we
are all in this
together.

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- What opportunities for change will open up as a result of our new (post-pandemic) reality? (Laurel)
- How do you convince Leadership that Change Management IS needed in today's world? Many believe that it's optional, and touchy-feely that they cannot afford at this time. (Diane)
- How will we deal with the changes we are experiencing today when we come out of this pandemic and head back to the office. So many of our "new normal" day to day activities will be disrupted, we will be commuting to work, dealing with the structure of the workplace. (Christa)
- How best to address and deal with individuals who are resistant to change, and are in positions that enable them to impede progress. (Mary Lynn)