

# Change Management Session Reference Guide

## Five Core Change Concepts

- Understand the Process – Change is both technical and emotional.
- Communicate for Buy-In – Share the 'why' clearly, adapt messaging for different stakeholders.
- Manage Resistance & Build Engagement – Expect resistance, involve people early.
- Leadership & Role Modeling – Leaders set the tone through adaptability and openness.
- Sustain & Measure – Reinforce successes, celebrate milestones, track results.

## ADKAR Model

- Awareness – Why the change is needed
- Desire – Building motivation and buy-in
- Knowledge – Training, tools, and skills required
- Ability – Putting skills into practice
- Reinforcement – Recognition, accountability, policies that make it stick

## Kotter's 8 Steps

- Create urgency
- Build a guiding coalition
- Form a strategic vision
- Enlist a volunteer army
- Enable action by removing barriers
- Generate short-term wins
- Sustain acceleration
- Anchor changes in culture

## Top District Operational Challenge Areas

- Staff Development/Retention (68%)
- Funding Uncertainty (59%)
- Administrative Efficiency (46%)
- Board Recruitment/Succession Planning (46%)

# **Table Exercise: Applying Concepts to Challenges**

## **Prep (5 minutes)**

- Each table will decide first & second choice for priority challenge areas.
- Each table will choose a secretary and a reporter (2 different people).
- We will reconvene briefly to assign challenge areas to tables and review the instructions.

## **Exercise (30 minutes)**

1. At tables, share a specific example of an important change or improvement that could be made at your district within the context of the assigned challenge area.
2. As a table, decide which of these examples is best suited for this exercise.
3. As a table, apply EITHER the ADKAR Model or Kotter's 8 Steps to produce a basic change management plan/outline for the example you chose.