

## Creating Contagious Organizational Change

Have you had great ideas to improve your organization that you were sure would be immediately embraced by all employees?

Were you left wondering why the idea withered on the vine lacking the enthusiasm and support you had anticipated?

You're not alone. Whatever the change initiative was, based on industry experience, chances are less than 50/50 that it was implemented as planned and that you attained the expected results. The ability of any organization to adapt may be its only sustainable competitive advantage. Despite this, organizations experience resistance to important initiatives and a growing inertia. This lack of action undermines implementation and slows business results.

We can help managers and others discover – through new theory and dialogue – how to maximize their effectiveness in implementing change. We present a new model that applies lessons learned from public health to make an organizational initiative both contagious and sustainable. It simulates a positive "word of mouth" epidemic and highlights the interacting factors that motivate people to adopt new concepts. As a learning tool, it effectively illustrates the complexities of implementing change and provides the language needed to understand and create constructive transformation.

## Objectives

To introduce and facilitate:

- A new model to create commitment to your organizational change
- Focused dialogue with teammates to create a shared vision of implementation
- The opportunity to experiment with the factors affecting change using an interactive computer simulation
- Practical tools to make your organizational initiative a success

## Process

Computer simulation lets users try their hand at creating an environment for organizational change. Using it helps participants think "outside the box" and question the assumptions, beliefs and attitudes that affect their decisions around implementing change. Participants explore innovative strategies in a no risk simulated environment that provides a focus for dialogue and helps people learn from each other. They explore the impact of the seven levers of change and how to apply them strategically.

In workshops, teams have been known to spontaneously stand up and cheer as their strategy unfolds in the simulation. Participants have debated vigorously during the simulation runs about tradeoffs and costs. After using the simulation, they apply what they have learned to the current change initiative facing the team, and make real progress – in real time.



## Benefits

- Improved ability to implement innovative ideas within your organization
- Deep understanding of the factors that impact the success of change initiatives
- New and shared approach to not only implementing change, but making it contagious
- Ability to move past requiring compliance to inspiring commitment

**Contact us for more information!**

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