

Change Leadership That Will Engage and Motivate Your Team



CRESTCOM ON CHANGE LEADERSHIP

How do we, as leaders, overcome resistance to change, knowing what we know now about the factors that contribute to resistance? If you really want your change leadership to engage your employees, you need to start with the last factor—trust—and move up the list, because if you do it in this order people are much more likely to engage with the change.

Trust is a key contributor to being an effective leader in so many areas, and change leadership is no exception. It goes without saying that to build better trust you need to be a trustworthy person. This entails being honest, transparent, dependable, confidential, loyal, accountable, and humble.

Next step in effective change leadership is to

let people help create the change. There will be much higher buy-in for it, and a desire to see it succeed, if your team is a part of the decision process. You'll also often find that you're able to implement far more efficient, beneficial solutions in your organization by involving the people who are working on those tasks and activities every day.

Without real benefits to change, there's no incentive to embrace that change—plain and simple. When people see that the benefits are huge, they actually want the change even though it does entail some sacrifice. Change should be a positive thing in your organization—not simply change for the sake of change. Is all change good? No, it's not. Not all change is good.

People don't resist all change. They resist change they do not perceive to be beneficial. They resist change when they do not perceive the sacrifice that they have to make to be worth the benefits of the change. They resist change that they didn't help create, and they resist change when they don't trust the architects of the change. Let them be a part of the change process. Make sure that there are lots of benefits that are clearly communicated, and create an environment of trust. Then you will see higher morale in the midst of change.