

Best Practices for Making Change that Sticks



LifeLabs Learning is the go-to leadership training company for innovative companies around the world.

Through our research, we've found that not all skills are created equal, and one of the skills that distinguishes great leaders is leading change effectively.

Below are best practices for leading organizational change — big or small. The tips will help you get early buy-in from stakeholders, create change that sticks, and increase your organization's change readiness.

Step 1: Interview Stakeholders and Form Your Rock Band

Use the LifeLabs **CAMPS** model to predict stakeholder reactions. This will help you know what questions to ask to mitigate pushback or obstacles. Each letter of CAMPS represents a brain craving to be careful about.

C

Certainty:

What will feel unpredictable for them? And in what ways will this initiative increase certainty and predictability in the long haul?

A

Autonomy:

Do options get limited or expanded? Where can you give them a feeling of autonomy and choice within the change?

M

Meaning:

Will they understand why and what matters? How can you help them understand the context for the change?

P

Progress:

Will this slow things down/speed them up? How can you help make things easier by creating small wins and milestones?

S

Social Inclusion:

Will it feel fair to all? Will relationships be impacted? How can you help folks bond around the change?

Interview stakeholders early-on in the change process to identify potential challenges, concerns, ideas, and solutions. Ask questions like:

- What do you see as the benefit in doing this?
- What do you see as potential obstacles?
- On a scale from 1-10, how committed would you be to this change? What would move your score one point?
- Who else should I be talking with?

Form a Rock Band of influencers who can champion the change throughout the initiative by sharing small wins, getting buy-in from their team, etc.

Step 2: Create a Vision Statement

Acknowledgement/ Inoculation statement:	Heart statement:	Head statement:	Urgency statement:
Name their concern.	Appeal to emotions (story, symbols, metaphors).	Appeal to logic (numbers, graphs, evidence).	Explain why it's time sensitive.

Example:

"I realize that [acknowledgement of difficulty], but we have a big opportunity now. Imagine if: [heart]. Research shows that [head]. If we don't act now [urgency/ loss], but if we move fast then [urgency/ benefit]."

Step 3: Simplify it

Link the change to existing habits, systems, and vocabulary that the company already uses to lighten the cognitive load. Ask yourself, what is something folks already do that you can tether and compare the new habit to?

Step 4: Design Early, Visible Wins

Help people see the benefits of the change by embedding small wins throughout the initiative, such as influencers sharing success stories or small milestones that feel like a progress bar.

Step 5: Over-Communicate

People need information repeated 6-20 times before it sticks. Create a plan to repeat your message numerous times before, during and after the change initiative through diversified channels (i.e., email, Slack, all-hands, meetings, 1:1s, etc.)

Step 6: Stay Slushy


Normalizing change from the beginning through naming that change is something folks can expect a lot as the organization continues to innovate.

Places to normalize change: during the interview process, onboarding, 1:1s, team meetings

To learn more about best practices that will make change stick in your company, see our Leading Change workshop:

Leading Change

Help people navigate change with less resistance and more resilience, flexibility, and enthusiasm.

 2 hours



Available through our:

[Lead Up Membership](#) →

[Manager Core & Senior Leader CORE Programs](#) →

Change-readiness is now an essential skill for every team. When managers understand the science behind change, they can equip their teams to be more adaptive, resilient, and agile. In this workshop, you will learn everything you need to know. We'll explore change curves, what happens neurologically when we experience unexpected shifts, track different coping styles and how to respond to each, and practice easy techniques to reduce resistance and increase commitment and action in yourself and others. You'll practice devising solutions and crafting communication using a change template that will make you a more effective and inspiring leader.

Pre-work: Come to this meeting ready to talk about a change you are leading or would like to lead.

During this workshop, participants will:

- Discuss the science behind change curves and coping styles via a series of micro-experiments.
- Learn about the stages of change (freeze, unfreeze, refreeze) and collect tools to help stakeholders adapt faster to change within each stage.
- Practice communicating change initiatives to reduce resistance and increase commitment.
- Learn to set up change initiatives so that they are more likely to succeed (create early wins, design behavioral cues, and communicate small steps toward action).
- Discuss how to turn what they learned in this workshop into action.

After this workshop, participants will:

- Understand and predict reactions to change.
- Design an inspiring and effective change initiative.
- Create structures that increase the change-readiness of a team over time.

About LifeLabs Learning

LifeLabs specializes in leadership training for managers, execs, teams, at amazing companies (like Reddit, Squarespace, TED, Lyft, and Warby Parker). We offer short, fun, science-based workshops that help you master life's most useful skills.

To learn more, [email hello@lifelabslearning.com](mailto:hello@lifelabslearning.com) or visit [LifeLabsLearning.com](https://lifelabslearning.com)



Launch your Membership today! Visit [LifeLabsLearning.com](https://lifelabslearning.com) or contact your LifeLabs Learning Program Consultant via email: hello@lifelabslearning.com
