

# Don't Forget your Change!

Presented by Lynn Kissock, MA for 2016 MMBA Conference

So, what is **Change Management**?

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*The set of tools, processes,  
skills and principles  
for managing the  
**people side of change***



# Change Personalities

- **Negative Nellie** -views change as negative. Says “they are doing it to us again.”
- **Worry Wanda** -worries about how the change will affect her job or abilities.
- **Suspicious Sam** -is suspicious of negative impact from the change. Seeks “hidden agendas.”
- **Information Ike** -asks tough questions, needs to know all details.
- **Merry Mary** -actually likes change and likes to talk about successful changes
- **Planful Paula** -already has a plan and needs to know how this will affect her planning.
- **Caring Carlos** –wonders how others will respond to the change: the team care-taker.



# What Changes Happen in this Industry?

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- Staffing
- Trends
- Technology
- Council and Mayoral Leadership / expectations
- Culture and expectations of the community



# Staffing

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- Turnover
- Age / Generational work ethic
- Ability to adapt to economic forces



# Trends

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- Past 10 – 15 years
- Know your customers
- Attract new customers





# Technology

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- New POS systems
- Inventory systems
- Communication expectations – email, Facebook marketing

# Council & Mayoral Expectations

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- Every 2-4 years potential changes in expectations
- May have more or less impact
- How to set the expectations from the perspective of the store (manage up)





# Culture Changes

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- Demographics of the community
- Economic changes
- Transient sales
- Seasonal shoppers

## Need to Manage Reaction to the Changes

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- Staff understanding and perception
- Community understanding
- Council and Mayoral changes



# Change Coaching Tools

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A- Awareness



D- Desire



K- Knowledge



A- Ability

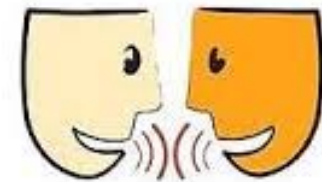


R- Reinforcement

# Communication Tools

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- Need to hear messages 3-5 times from multiple sources
- Get ahead of rumor
- Conversations with Council and Mayor
- Marketing in the community
  - Email
  - Facebook



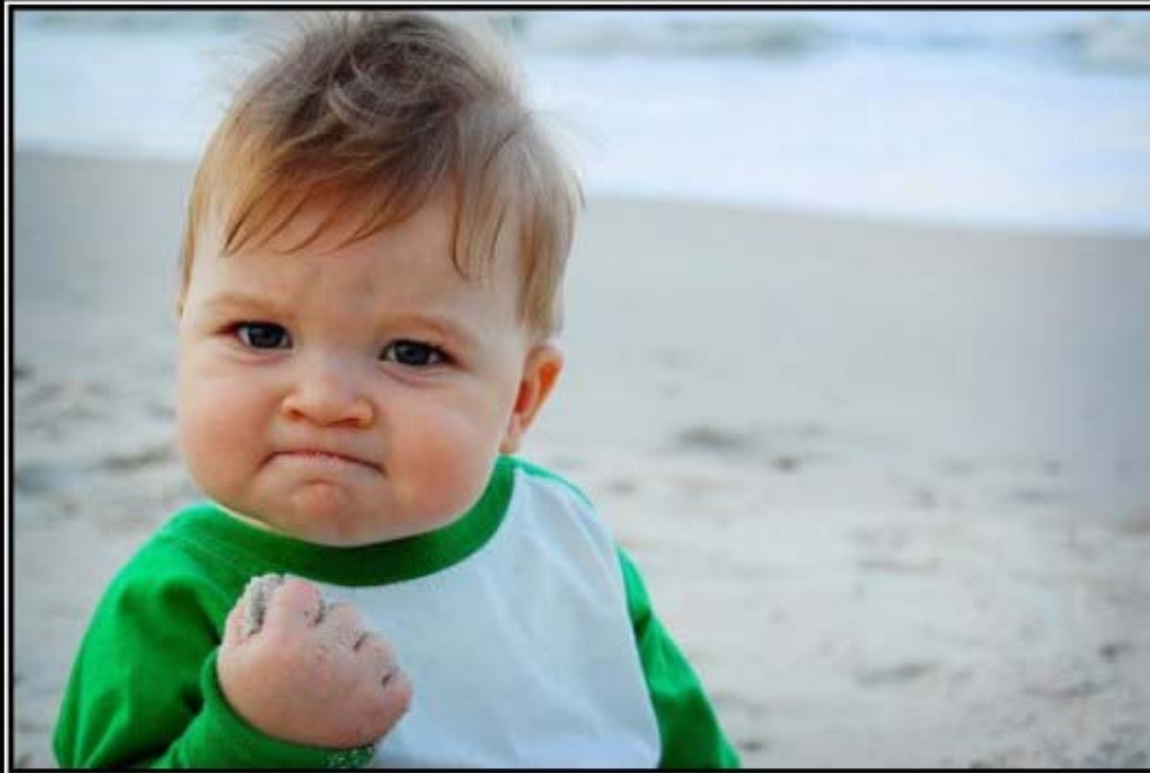
Communication Skills



## Influence Vs. Reaction

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- Be prepared with facts, not feelings
- Acknowledge how staff processes change
- Involve staff in decisions
- WIIFM



# SUCCESS

Because you too can own this face of pure accomplishment