

OCM Clarified

What it is not: Over Communicate the Message.

What it is: Organizational Change Management

- OCM applies communication, along with, training and coaching to mitigate resistance to change.
- OCM does not manage change simply through communication.
- OCM manages the impact of change to the way things are done; Individually, Organizationally, and across the Enterprise.
- OCM is the process by which change is Understood, Championed, Processed and Celebrated.
- Change leads to one (1) of two (2) decisions... Adopt or Resist.
- Both decisions have Outcomes and Consequences.
- OCM success is measured in the rate of change Adoption, sustained Utilization and Return on Investment.

OCM Methodologies

There is an abundance of OCM Models and Methodologies. The benefit in a broad understating of these models and methodologies is in being able to integrate and tailor to the needs of the organization. Here are the Top Five.

- Prosci/ADKAR – What to Change and How
 - Awareness
 - Desire
 - Knowledge
 - Ability
 - Reinforcement
- McKinsey/7S Framework – What to Change and How
 - Strategy
 - Structure
 - Systems
 - Shared Values
 - Style
 - Staff
 - Skills
- Lewin/Three Steps Change Model – Path for How
 - Unfreezing Process and Perceptions
 - Movement - Make the Change
 - Refreeze Process and Perception (New Status Que)

- Kotter/8 Steps Process for leading change – Path for How
 - a sense of urgency around Change
 - a coalition for managing the Change
 - a communicated vision for the Change
 - the removal of obstacles to accomplishing Change
 - the continued pursuit of Change in spite of the apparent victory
 - anchoring of the changes into the organization’s culture
- Kubler-Ross/Five Stages – How People Process Change (Often Aligned with Grief)
 - Denial
 - Anger
 - Bargaining
 - Depression
 - Acceptance

OCM Levers

- 5 PROSCI Levers
 - Communications Plan
 - Coaching and Mentoring Plan
 - Training Plan
 - Sponsorship Roadmap
 - Resistance Management Plan
- Lever Environments
 - Organization
 - Workplace design
 - Tasks
 - People
 - Rewards
 - Measurement
 - Information distribution
 - Decision allocation.