

EXPECTATIONS & FEEDBACK FOR CHANGE LEADERS

Check the top 5-7 expectations of each change leader:

Name:

(a specific ECL, OCL or CA)

Answer “Why change?”
convincingly

See Target Audience wants, needs,
motivations

Create today’s unrest

Orchestrate people dynamics

Paint a vivid tomorrow

Make every interaction matter

Speak passionately & powerfully

Are accessible

Think strategically

Actively lead change

Plan tactically

Challenge courageously

Connect the dots

Honor endings

Give unwavering support

Are trusted and trust

Measure and celebrate

Set priorities

Recognize the value of quick
wins

Recognize when Target Audience
Members are overloaded

Inject energy when momentum
wanes

Help Target Audience Members build
capacity

CHANGE AGENTS

Change Agents serve an important role in change efforts. They connect, engage and guide Target Audience Members during the planning and implementation stages.

Connects

- Influences via personal power
- Puts aside personal agendas
- Respects Target Audience Members & Change Leaders and is respected
- Exhibits integrity
- Is likeable



Engages

- Facilitates conversations and exploration
- Makes changes practical
- Helps Operational Change Leaders deal appropriately with Target Audience Member responses
- Matches change to individual values and issues



Guides

- Fosters synergy
- Guides plans and activities
- Helps surface what's happening
- Helps Change Leaders adjust direction



What requests do we have of Change Agents? How will we assist them: