

KEY ROLES WORKSHEET

CHANGE INITIATIVE

Names of individuals or groups for key roles

TARGET AUDIENCE (t OR T)

An individual or group who must change because of the initiative, whether a little (t) or a lot (T).

EXECUTIVE CHANGE LEADER (ECL)

Individual in a leadership role (sometimes 2, not more than 3) who sponsors and validates the changes.

OPERATIONAL CHANGE LEADER (OCL)

Individuals in a leadership role who operationalize the vision in the organization.

CHANGE AGENTS (CA)

Individuals at any level of the organization who help advocate for the change and often help their peers adopt the change, and help their OCL implement the change.

ORGANIZATIONAL CHANGE MANAGER (OCM)

Individual in a formalized role who is responsible for Target Audience identification and impact analysis, working with ECL and OCLs on change communication, etc.