

Change vs. transition



Change is...

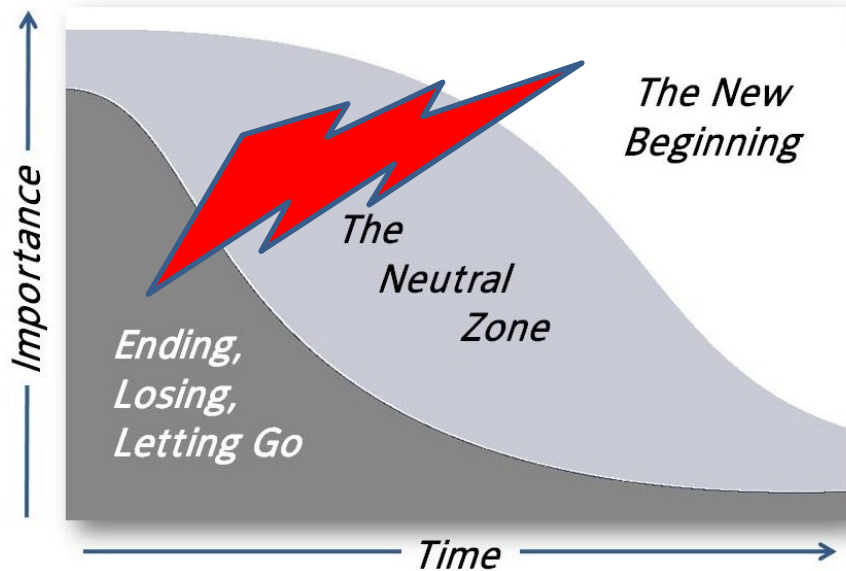
- An event
- Situational and external to us
- Something old stops
- Something new begins

Transition is...

- A natural and unavoidable response
- Required adaptation
- A gradual reorientation
- Both individual and organizational



You can't avoid the neutral zone



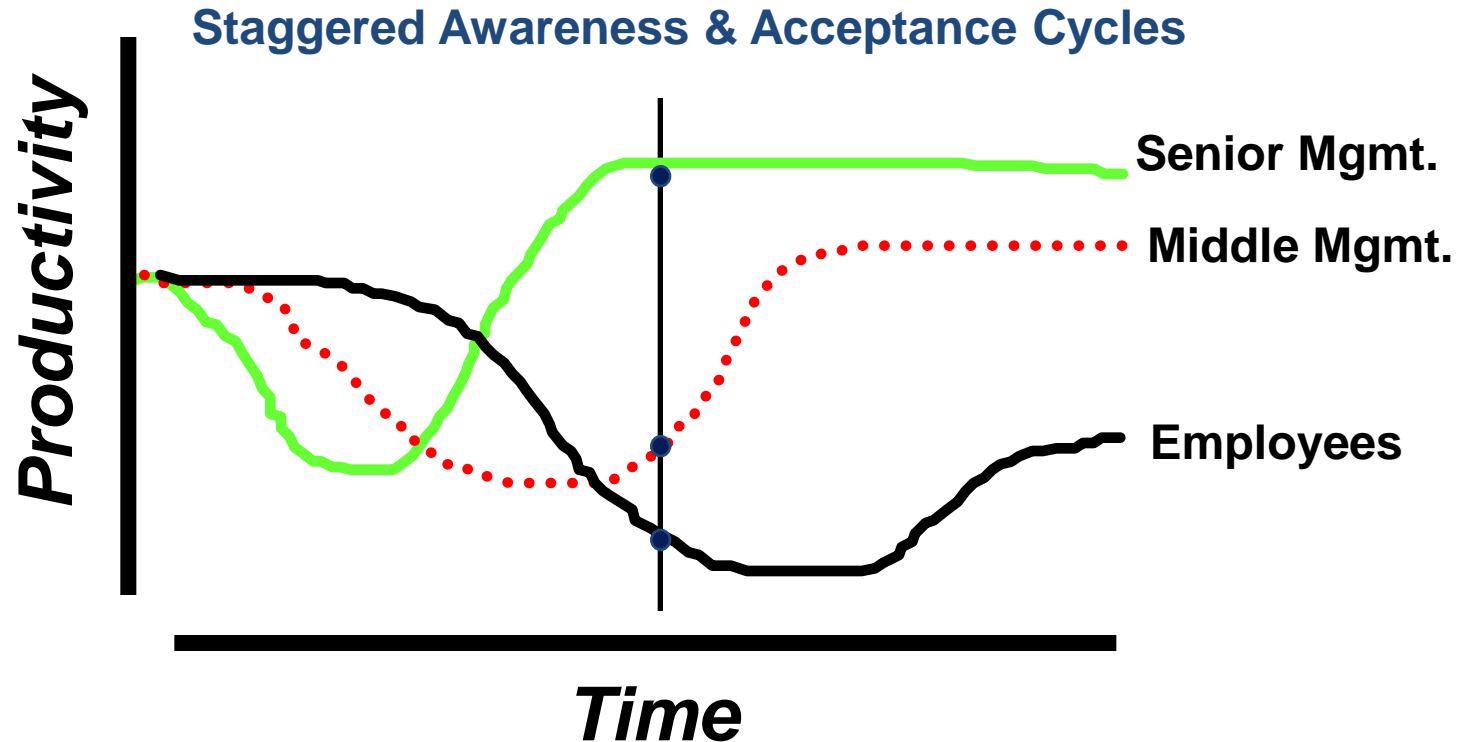
Source: Managing Transitions, William Bridges

- Typically not a “straight path” for major changes
- Groups and individuals typically take different paths through the neutral zone

- Prior situation no longer exists / new situation is not yet “fully baked” or fully accepted
- Everybody must progress through the three phases
- There’s no “microwave” solution



Leaders must address issues from where stakeholders are 'at,' not from where they are 'at'



"I'm glad our acquisition announcement went so well...now everybody can get back to work."

~ a senior executive who doesn't understand change