

# Essential change management tactics

- Leader authenticity & connection
- Management champions, coaches and role models
- Compelling vision / purpose
- Simple, clear story
- Respect and identity of worth
- Change risk assessment
- Stakeholder analysis
- Integration strategy framework
- Active participation and relationship building
- Stability / set the organization / deal with me issues
- Reward linkage & accountability
- Quick wins / celebration of success
- Clear expectations
- Training
- Feedback and metrics
- Early, effective and continuous communication



Communication must drive



***“Communication...  
...is the real work of leadership.”***  
- Nitin Nohria, Dean, Harvard Business School