CHANGE ROADMAP

What problem(s) are you trying to solve with your project?
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List some reasons why your project may fail. Include people!
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1. Establish a sense of urgency -- people must genuinely believe that the status quo will not suffice and that the program/project must begin now.
   • List 3 reasons why anyone should care about this particular effort:
     1) _______________________________________________________________________
     2) _______________________________________________________________________
     3) _______________________________________________________________________
   • In what ways can you inspire people to change (“burning aspiration”)?
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     _______________________________________________________________________
     _______________________________________________________________________
   • In what ways can you create a “burning platform” to drive people to change?
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     _______________________________________________________________________
2. **Create a guiding coalition** – *generating buy-in is key to success.*
   - List **formal** leaders who can help you lead your change:
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   - List **opinion** leaders who can help you lead your change:
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   - What will you ask your guiding coalition to do to inspire others to follow?
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   - How will you convince them to get on board?
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3. **Develop a vision and strategy** – *people must be inspired to join you.*
   - What is the vision for your project? Describe (succinctly) what you will achieve that is not happening today:
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   - Name 3 strategies that will help you achieve your vision:
     1) 
     2) 
     3) 
     4) 
     5)
• What will your elevator pitch be?

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4. **Communicate the Change Vision** – *remember to communicate to all your stakeholders.*

• List at least 5 ways you can communicate your vision (include forums, meetings, publications, in person conversations, etc.):

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• How will you change your communication for different audiences (key stakeholders, skeptics, etc.)?

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• How often will you communicate? Who will be responsible?

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5. **Empower broad-based action** – *make it easy to support the project (eliminate barriers).*

• List at least 3 major barriers to the success of your program/project:

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• List ideas for overcoming these barriers:
  
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• List ways in which you could make it EASIER to support the program/project:
  
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6. **Generate short-term wins** – *convert skeptics and reward supporters through frequent, clear demonstrations that your agenda carries benefits over the status quo.*

• List 3 short-term wins you can achieve within the first 1-2 weeks:
  1) ________________________________________________________________
  2) ________________________________________________________________
  3) ________________________________________________________________

• List 3 rewards that you can **afford** to give in response to success (don’t forget appreciation – it’s often free!):
  1) ________________________________________________________________
  2) ________________________________________________________________
  3) ________________________________________________________________

• List 3 ways you’ll share these short-term wins with others:
  1) ________________________________________________________________
  2) ________________________________________________________________
  3) ________________________________________________________________

7. **Consolidate gains, produce more change.**

• List 3 bigger wins that are closer to your final vision that you will build toward in the next few months:
  1) ________________________________________________________________
  2) ________________________________________________________________
  3) ________________________________________________________________
• List 3 structures/systems that would need to be changed to insure bigger, long-term success:
  1) 
  2) 
  3) 

8. **Anchor new approaches in the culture.**

• List 3 ways in which you can tie this success back to what people personally care about:
  1) 
  2) 
  3) 

• How might you alter policies and procedures to sustain the change?
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• How might you alter expectations around who is hired and promoted to sustain the change?
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