

# RESOURCE

## Important Considerations for Change Management Planning in Training Implementation

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This guide will help training development leaders to be certain that all of the necessary elements of change management are incorporated, and that key motivators are identified, within your organization's plan to support change.

### Key Questions for Change Management Planning

- What change in practice, belief and/or culture is needed?
- What barriers are preventing this change from occurring?
- What are the benefits to my organization and its people if the desired change is achieved?
- Who are the stakeholders (key endorsers) of this change in my organization? In what ways can they be mobilized to provide support for this change?
- In what ways will this change benefit our people, both personally and as a whole?
- What will intrinsically and extrinsically motivate our people to embrace the change?
- How can I communicate the value of this change?
  - What should be said?
  - How can it be communicated frequently?
  - What channels will be used?
  - What schedule will I follow?
- How will I secure and communicate support from stakeholders?
- How can I very clearly communicate what steps to take?
- Would a name or branding help my initiative succeed?
- What incremental goals can be communicated? Can they be time-bound to support the sense of importance or urgency?
- How can evidence of desired change be recognized, celebrated, or rewarded on an incremental basis?
- How can this change be continually reinforced?
- How can success be measured?