

# Change Management

A Deeper Look



**Presented by:**  
**Richard Dick**  
**Principal Consultant & CEO**  
**Development Consulting Center Ltd.**  
**Trinidad & Tobago**



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## Session Outline

1. About DCC Ltd.
2. Who likes change?
3. Change drivers
4. Change Management: A Deeper Look
5. Navigating Change
6. Closing thoughts

## About DCC

1. Human Resource & Organization Development consultants
2. 19 year history
3. Served clients in 36 countries
4. Fortune 100 clients included
5. Over 85 years collective experience

## **DCC's Six Lines of Business**

1. Management and Leadership Development
2. Customer Service Strategy and Training
3. End to End Sales training and development
4. Online learning and assessments
5. Consulting (coaching, strategic planning, business process re-engineering, teambuilding etc.)
6. Workplace Essentials (change & stress management, HR skills, engagement etc.)

# About Us: Consulting Team



**Richard Dick**  
CEO & Principal  
Consultant



**Kathryn Jones**  
Consultant

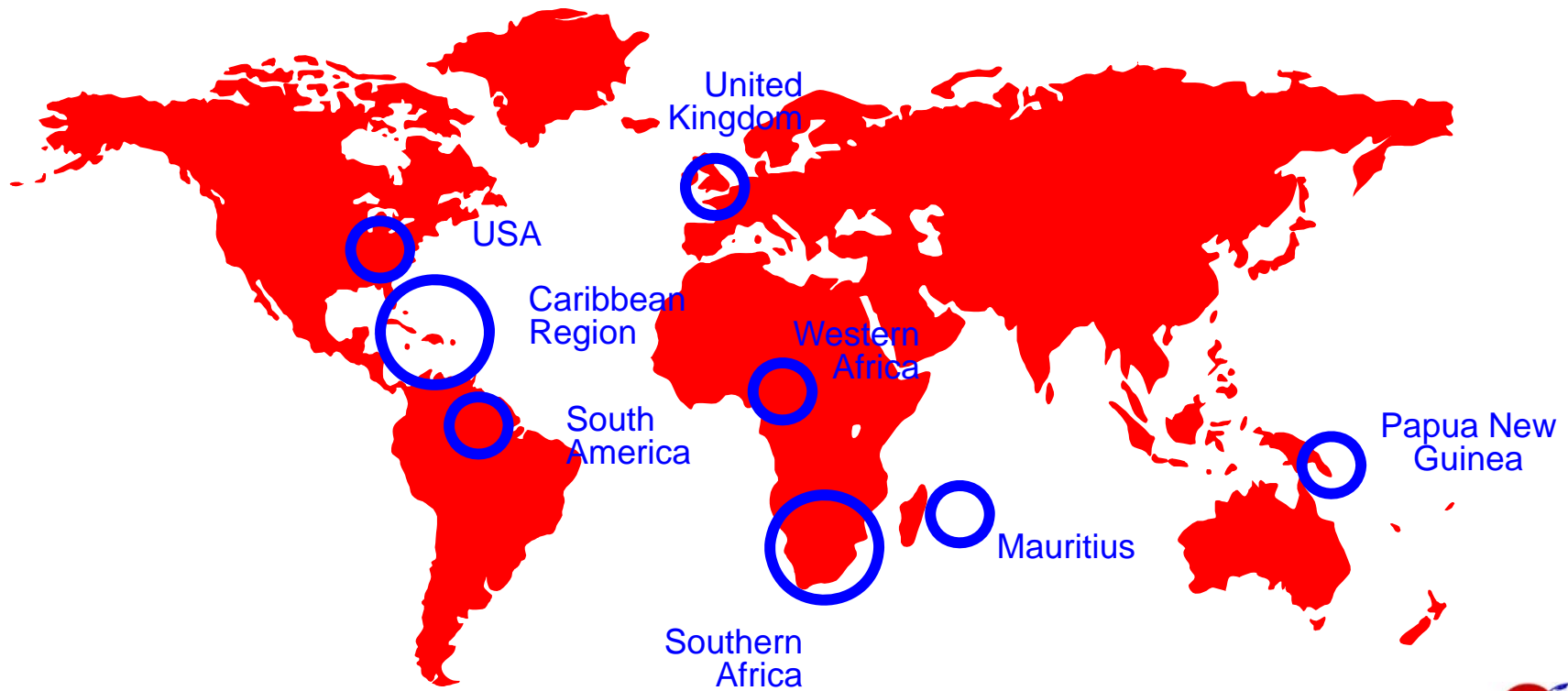


**Roger St. Hilaire**  
Consultant



**Terri-Ann  
Thompson**  
Associate Consultant

# About Us: Global Reach





# About Us: Our Clients Include

**OUR**

**JPS**



## Upcoming Project

### ***Super CRM: How To Win The Customer Experience Game***



*Lots of free give aways, tools, cheat sheets and processes leading up to publication – get on the list.*



# Who's Afraid of Change?



# Who Likes Change?

**“Perhaps the only person who  
likes change is a  
wet baby.”**

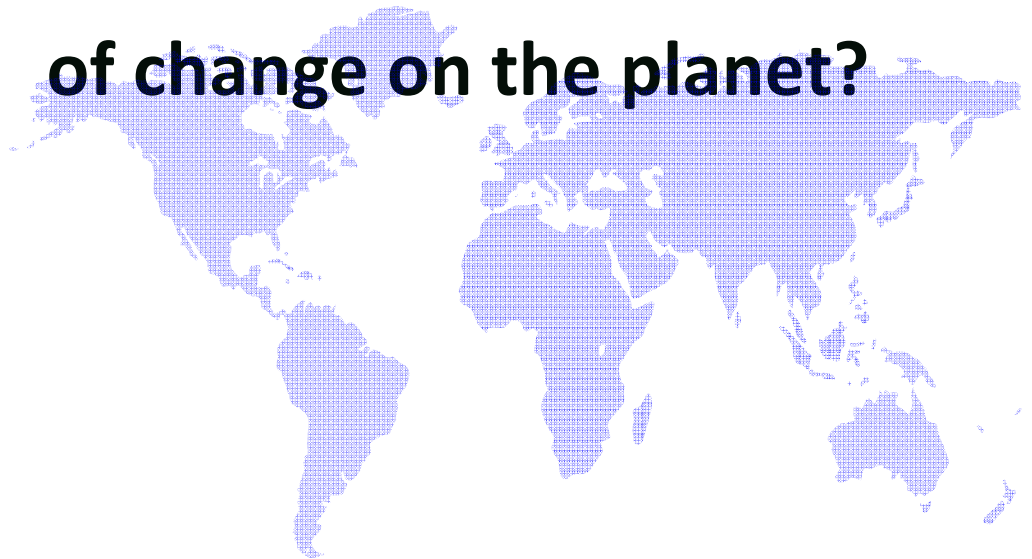


# What if I Told You to Change Now?



## **Change Drivers**

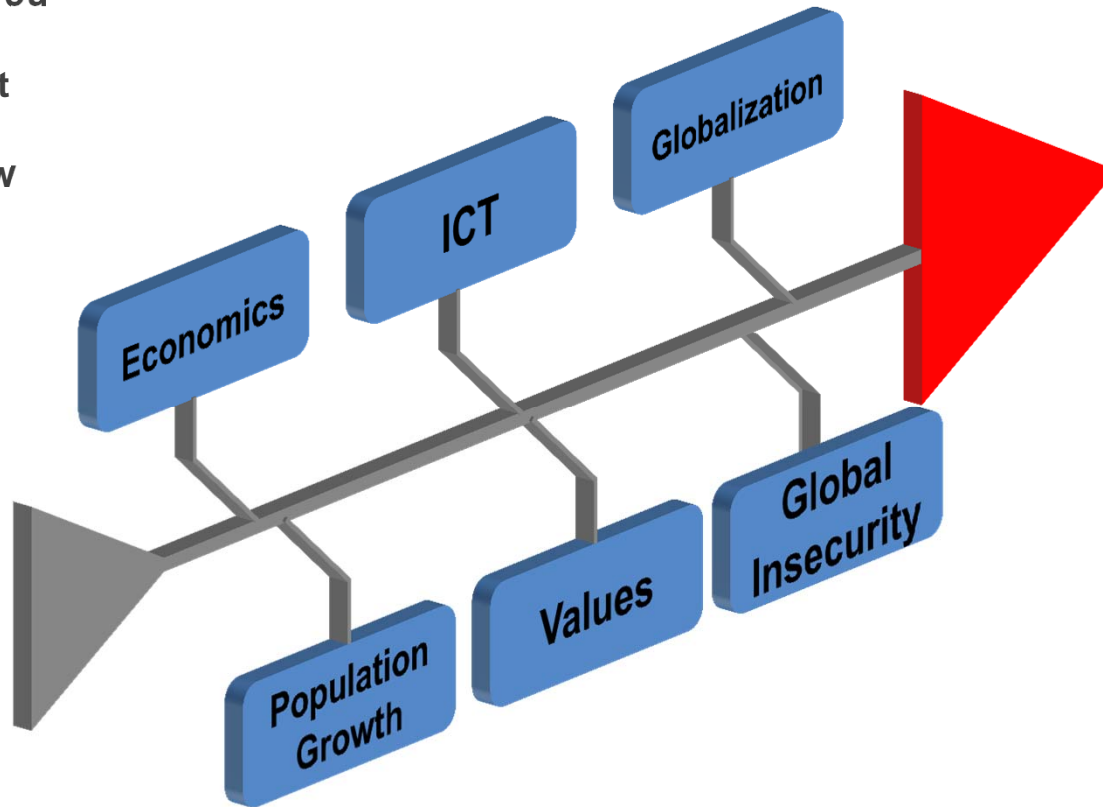
**What are the major drivers  
of change on the planet?**



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# Change Drivers

There is no question as to if you and your organization must change. The questions are how quickly and to what?



The rate of change is increasing.

## In the year 2000

1. Global Population – **6.08 B people**
2. **Blackberry** was the hot device – 200,000 sold
3. **Bill Gates** stepped down as CEO of Microsoft
4. The Baha Men wanted to find out– **“Who let the dogs out?”**
5. Used **10.1 Mtoe** in energy (million tonne oil equivalent)
6. Obadele Thompson ran 10.4 in the 100M behind Maurice Greene & T&T's Ato Boldon. (Sydney Olympics)
7. George W. Bush – Time Magazine's Person of the Year

## In the year 2016

1. Global Population – **7.5 B** people
2. **1.5B** smart phones - 2016 - Children own smartphones
3. **5.1B** cellphones – but only **4.2B** toothbrushes
4. In the Caribbean – **We Jammin Still**
5. 15.1 Mtoe (million tonne oil equivalent)
6. **Costa Rica** generated **99%** energy needs from renewables
7. At the 2016 Rio Olympics, no Caribbean – but **JA's Bolt is King!!!**
8. Oh! And **Donald Trump** was Time Magazine's Person of the Year



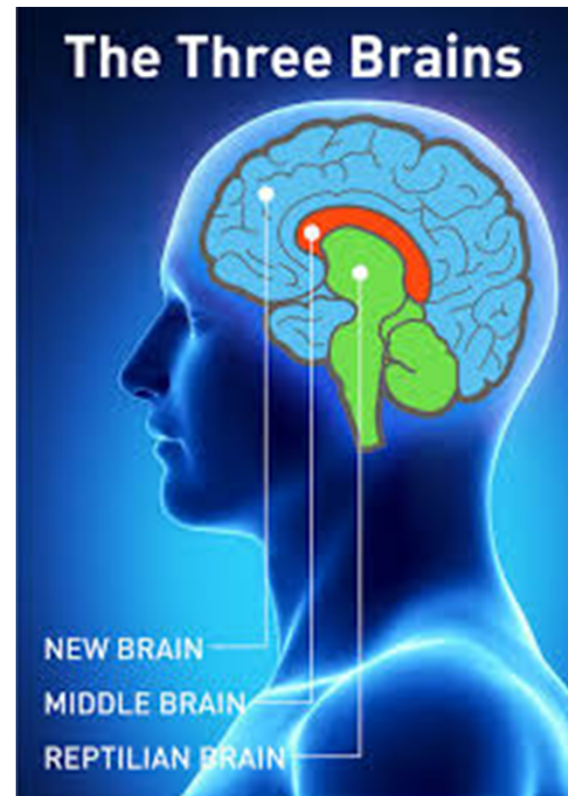
**Change & You**

***What changes has your  
organization been  
experiencing and what are  
their impacts on you?***



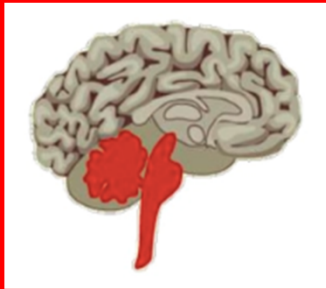
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**Biological  
Unpreparedness:  
The Triune Brain\***



*\* Neuroscientist Paul MacLean*

## Brain Stem/Reptilian or Primitive Brain



1. First to form
2. Reptiles have the same
3. Very Active in stress & danger (**>blood flow**)
4. **Survival/protection**
5. Fast – 9/10 sec.
6. Don't think – act
7. Fight, flight, freeze & **Reproduction** (4 F's)
8. Instinctive & **Security**
9. **>95% of decisions**

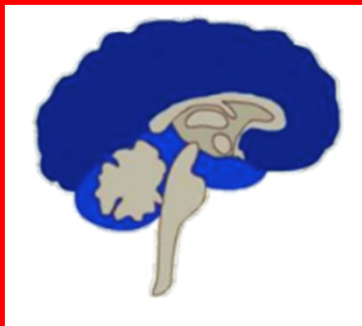
## Limbic System/Mammalian or Emotional Brain



1. Forms over the stem
2. **Emotional**
3. Relationships
4. Care for others
5. Active in stress and danger (**>blood flow**)
6. Wisdom



## New or Neocortex/Executive or Analytical Brain



1. Last to form – over limbic
2. Clear & Rational
3. Logical & Analytic
4. Creative & Linguistic
5. Social Appropriateness
6. Understanding of time
7. Less active under stress or danger (**<blood flow**)
8. Slow – 1.3 secs.
9. Intelligence
10. **3 - 5% of our decisions**

## Brain & Change

1. To the primitive brain, change (unpredictability) is danger (possibly death)
2. Blood flow reduces to the neocortex & increases to the limbic and stem
3. In fear/stress high adrenaline, low oxytocin & cortisol
4. We go to fight, flight & freeze
5. Thus we get angry, sad or can even be immobilized by change
6. We are thus less able to be reasonable in situations of stress and danger (including change & adversity)
7. Change puts us in a reactive – survival mode (it is very difficult to be creative and reasonable here)

## **Your Primitive Brain**

**When has your more primitive brain  
made decisions – against your  
“better judgment?”**



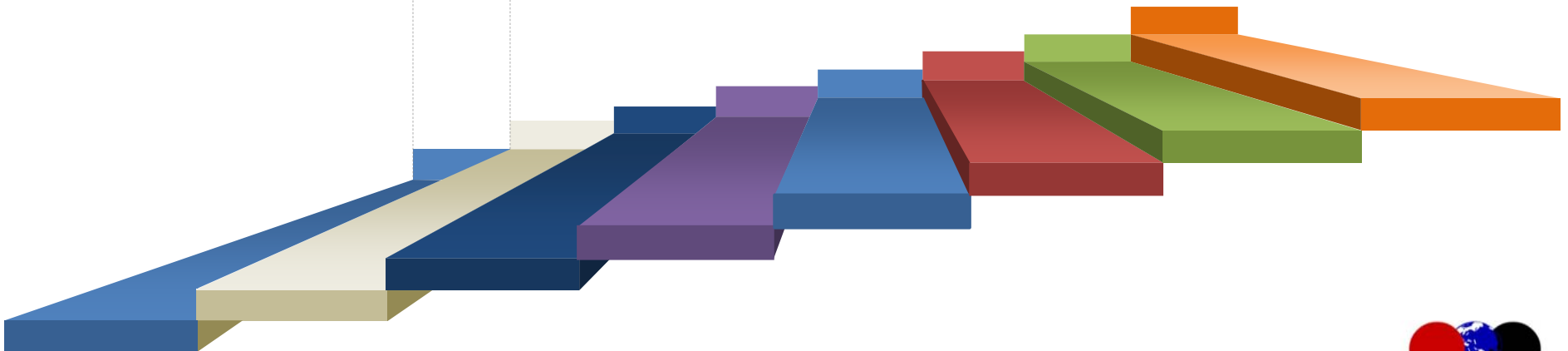
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# Accelerate - Kotter's 8 Step Model V2

## 01 Establish a sense of urgency

Help others **see** and **feel** the need for change and the importance of acting immediately



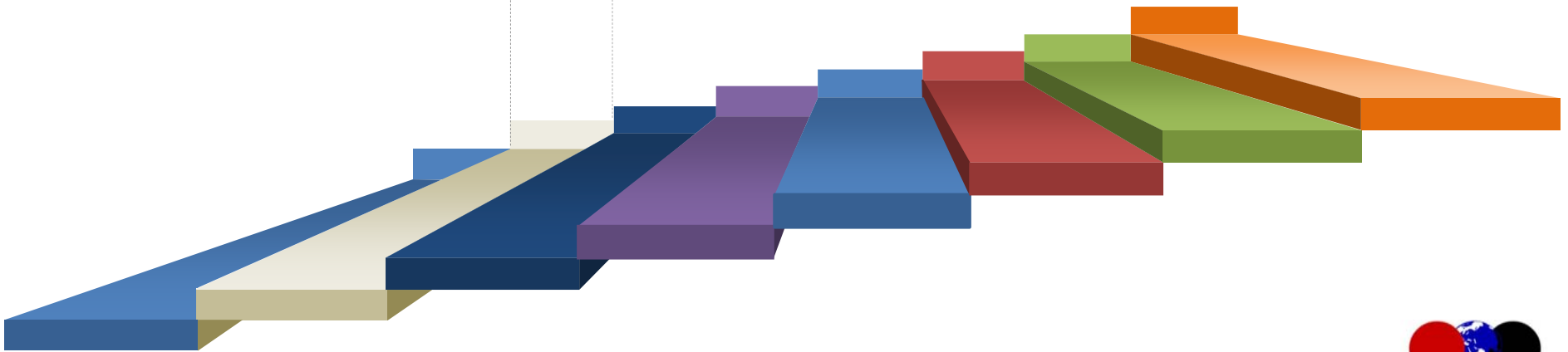
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# Accelerate - Kotter's 8 Step Model V2

02

## Create a guiding coalition & change army (10%)

Make sure there is a powerful group guiding the change with the right attributes supported by a larger army dispersed across the organization.

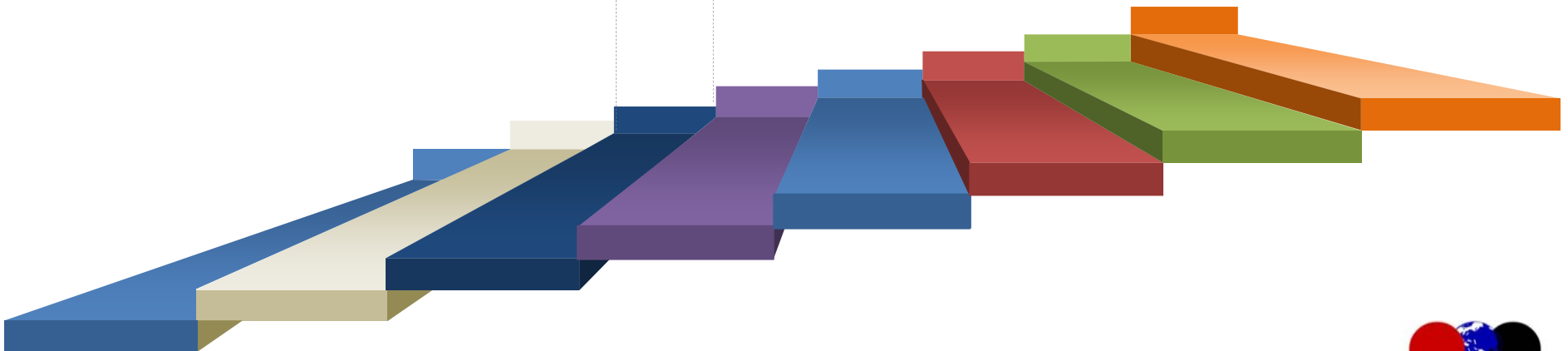


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# Accelerate - Kotter's 8 Step Model V2

## 03 Develop a change vision

Clarify how the future will be different from the past and how you can make that future a reality

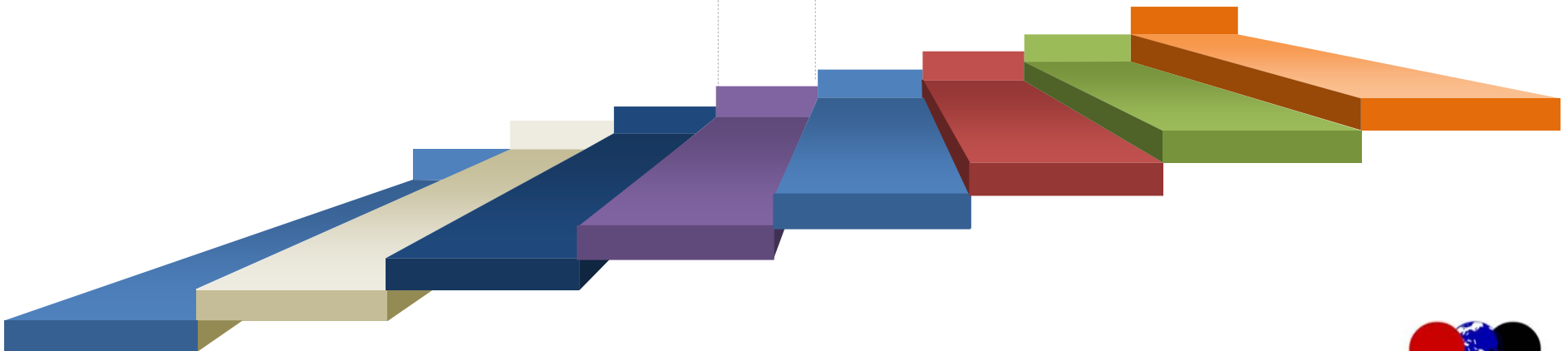


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# Accelerate - Kotter's 8 Step Model V2

## 04 Communicate the vision for buy-in

Make sure as many as possible understand and accept the vision and strategy

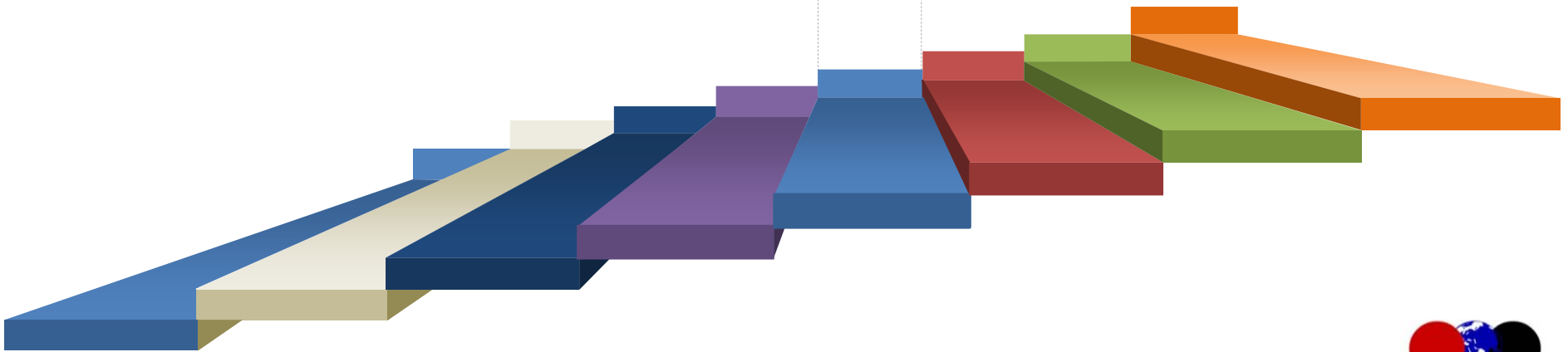


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# Accelerate - Kotter's 8 Step Model V2

## 05 Empower broad-based action

Remove as many barriers as possible so that those who want to make the vision a reality can do so

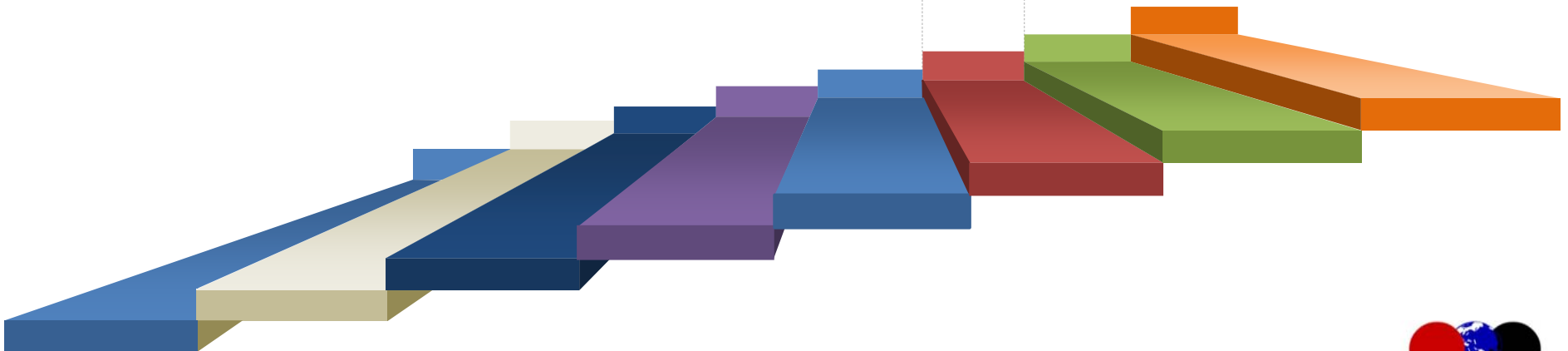


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# Accelerate - Kotter's 8 Step Model V2

## 06 Generate short-term wins

Create some visible and clear successes as soon as possible

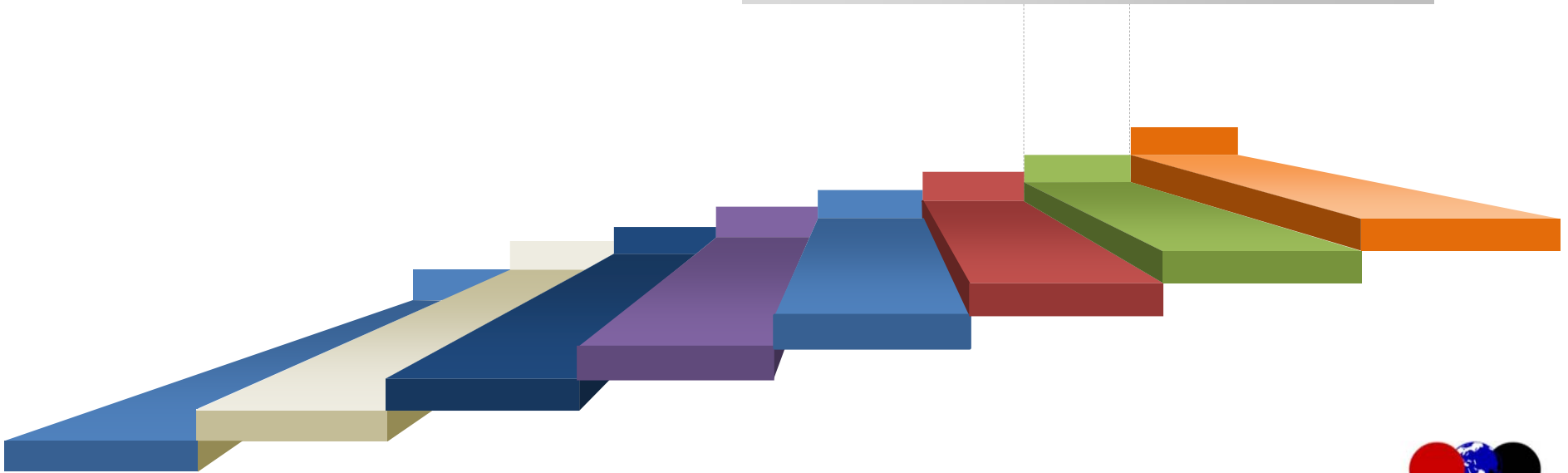


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# Accelerate - Kotter's 8 Step Model V2

## 07 Never let up

Press harder and faster after the first successes, be relentless initiating change after change



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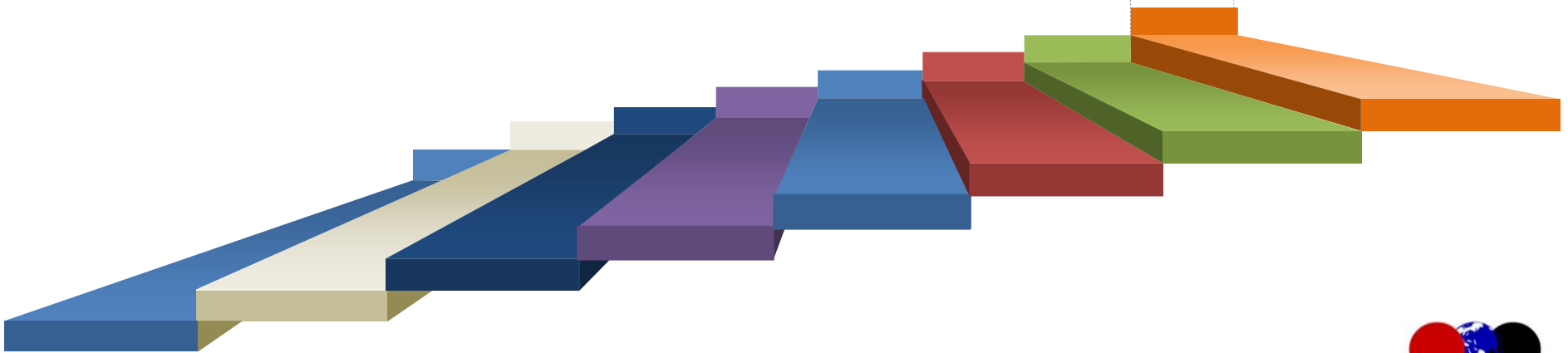


# Accelerate - Kotter's 8 Step Model V2

## 08 Incorporate change into culture

Hold onto the new ways of behaving, make sure they succeed, until they become strong enough to replace old traditions

Align how people learn culture and how it is formed.



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# Thank You



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