

Change Journal for Project Leaders

Project Name

Project Leader

A Simple Guide to Help You Transform Your Organization

How to Use This Journal

Dear Leader,

This journal was created with you in mind. No matter where you find yourself on your leadership journey, leading organizational change or a significant transformation will fundamentally define the impact you have in the world.

This resource contains reflection questions and prompts to help you identify the reason for the change, the benefits of the change, the people who will be impacted by the change, and communication efforts to ignite action, and ways to manage potential resistance and align on expectations. Each section of this journal contains a set of questions for you to answer in the context of the change you are leading in your organization.

Set aside 1 to 2 hours to reflect on the questions and dive into the materials. The content is designed to reinforce foundational change management principles and inspire you to think differently about the transformation that is taking place in your organization. I hope you find the process enjoyable and fun!

Kindly,
Pam Marmon

Vision

What is the vision for your organizational change?

Urgency

What makes the vision for the organizational change compelling?

Case for Change

What is the purpose of the organizational change you are leading?

What is driving the need for this organizational change?

Which stakeholder groups will be impacted by this organizational change?

What are the desired results and benefits of this organizational change?

What are the potential obstacles that might arise as a result of this organizational change?



Change Saturation

List other organizational change initiatives that impact people in your organization:

In what ways do other organizational changes affect the timeline or key stakeholders impacted by your change initiative?

Alignment

What are your organization's top strategic priorities? How does the organizational change you lead align with those strategic priorities?

How can you partner with other leaders to align on organizational priorities and ensure collaboration to avoid organizational change saturation?

Communication

What are the current communication channels that your organization uses to share and gather information? How effective are they?

What are the key messages about this organizational change that need to be communicated?

What is the appropriate communication cadence to inform and engage impacted stakeholders? What communication channels will you leverage?

How will you gather and respond to feedback regarding this organizational change?





Communication

What messages need to be communicated prior to the organizational change?

What messages need to be communicated during the organizational change?

What messages need to be communicated after the organizational change?

What are some creative communication channels you can leverage to raise awareness, engagement, response, and feedback regarding the change you are leading in your organization?

What awareness activities need to take place for you to get buy-in from leaders and impacted groups?

When you cascade information within your organization, does it tend to get stuck? If yes, what area has challenges passing information on to others?



Influencers

Is there strong executive leadership supporting the organizational change that you are leading?

Which leaders in your organization do you need to connect with to gain buy-in and support for the change initiative you are leading?

Identify the influencers who may be interested in championing the work. Consider how to engage them throughout the duration of the organizational change. What is the appropriate frequency for engagement?



Training

What are the training requirements to reinforce the behavior changes and newly required skills that the organizational change will bring?

What are the most effective training methods for the people in your organization to learn? How will you know if the training is effective?

Who is responsible for ensuring the training is effectively completed?

Resistance Management

Here are a few reasons why people may experience resistance during organizational change:

- Feeling threatened / fear of the unknown
- See no need for change
- Perceive that proposed change will do more harm
- Fear of job loss or job change
- Lack of respect for person leading the change
- Poor timing or too much change taking place
- Feeling loss of control / knowledge
- Fear of additional responsibilities
- Unclear about change benefits
- Poor attitude
- Limited opportunity to provide feedback

What type of resistance do you anticipate people to experience as a result of the organizational change you are leading?

How can you proactively mitigate the anticipated resistance?

Recognition

What key milestones can you identify to celebrate progress made through the duration of the change?

When it comes to measuring success, what behaviors and results do you want to achieve and how will you track the data going forward?

Action Plan

Congratulations!
You completed your change journal!

What is the most important thing you must do right now to lead your organization through change?

What are 3 actions you will take this week based on your journal reflections?

_____ Complete by __ / __ / __

_____ Complete by __ / __ / __

_____ Complete by __ / __ / __

Notes

