



## How Leaders Master Change Management

As a business leader, progress comes from driving change across your organization. Not driving change can be costly. Learn how to **develop key initiatives that drive change in your organization** and uncover the best ways to drive change and how to create a plan that works for your company.

### Speakers

**Brian McCormick** | Vice President of Human Resources, The Broadmoor 

**Matt Owens** | Senior Vice President of Human Resources, Turnberry 

“In terms of building trust, it’s about **following through on your commitments and showing you’re going to do what you said you would do to keep the momentum going for a successful change.**”

**Brian McCormick**  
Vice President of HR,  
The Broadmoor



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### # 1 **There are many necessary components of change. You need a basic step for each one including**

- a) Making a plan that mitigates potential risks
- b) Manage the transition by implementing and measuring the change
- c) Continually apply feedback and optimize for improvement

### # 2 **Find your different stakeholder types**

- a) Once you know who your stakeholders are, create a strategy to get their buy-in, to support your change.
- b) Don't overlook your change allies! Even when people are aligned with you, you'll want to continually include them in the feedback process.

### # 3 **Each stakeholder will experience some portion of 7 stages of change**

- a) These steps include shock, denial, frustration, depression, experimentation, decision and finally integration.
- b) You need a plan to shepherd them through each step and address feedback along the way to create buying and maintain your change momentum.

### # 4 **Make a plan for your overall success**

A plan should include feedback, revisions, your plan to mitigate risk, and a definition of your success metrics before you get started.

### # 5 **Download a comprehensive change management toolkit right here:**



<https://bit.ly/3FgaNQx>