

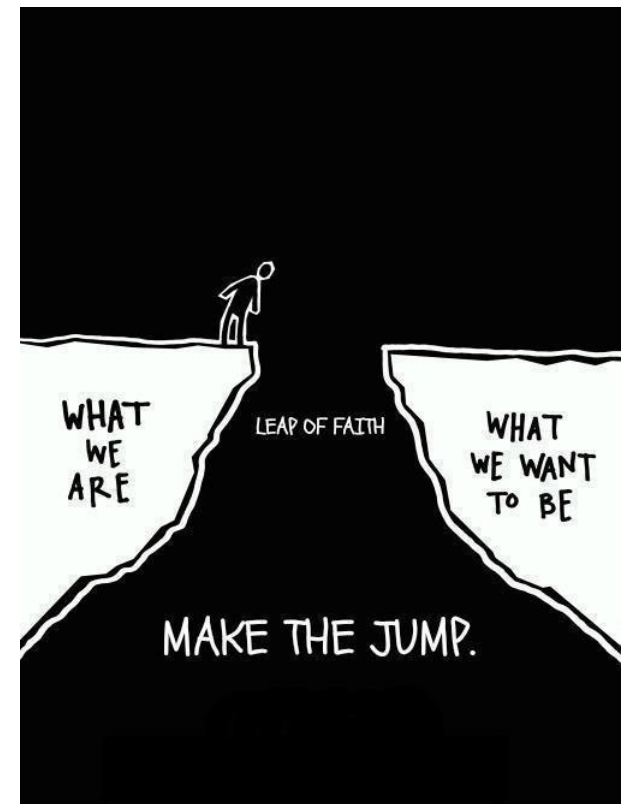
TOP TEN LIST OF HOW TO IMPLEMENT CHANGE IN AN INNOVATIVE ENVIRONMENT



#1: INVITE PEOPLE ON A JOURNEY



- **How can you?**
- **You will be uncomfortable**
- **It's okay, just come along for the ride**



#2: GIVE PEOPLE “THE WHY”

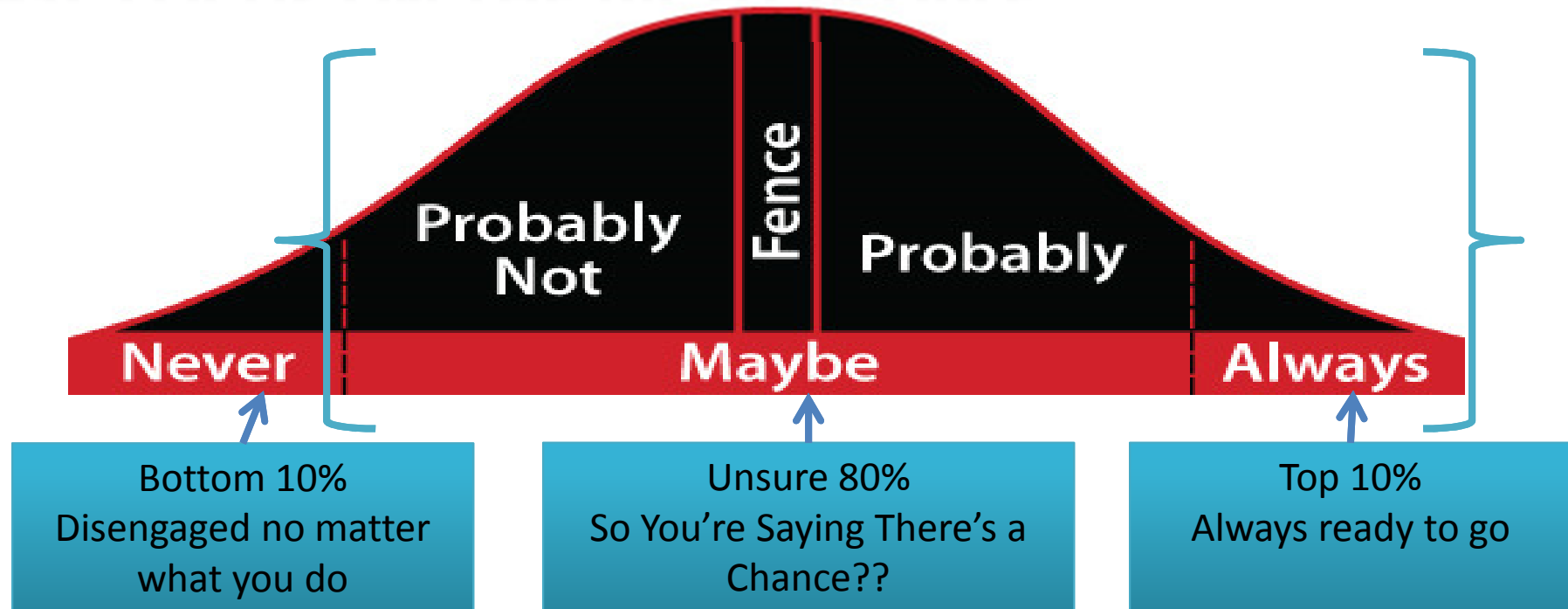


Why should they care?
Employees often focus on
what affects them
personally

Focus their attention on the
bigger picture – why are we
doing this?



#3: FOCUS ON THE RIGHT PEOPLE



"People who say it cannot be done should not interrupt those who are doing it."

#4: YOU CAN'T COMMUNICATE ENOUGH

When you are worn out
because you've told
people the same thing 14
different ways.....tell them
another 10 times



#5: GIVE PEOPLE PERMISSION

- Let people know it's okay to behave differently
- Some actually need to hear you say this
- Some need to see YOU do it...set an example
- INSERT PIC



#6: PUSH PEOPLE FURTHER THAN YOU THINK YOU CAN

- If you only take people 90% of the way, you'll never get them to 100%
- Take them further than they think they can go...you can always dial it back
- Push people out of their comfort zone or paradigms, amazing things will happen



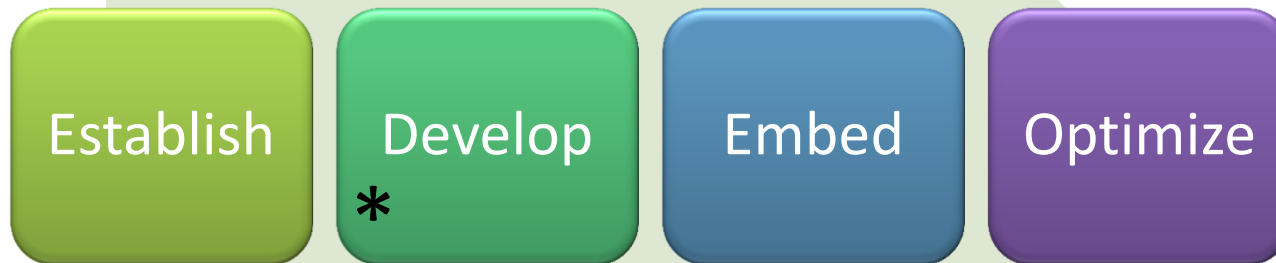
 **Bobcat**



#7: KNOW WHERE YOU ARE

When implementing new ideas/mindsets/processes:

- Understand it's clunky in the beginning
- Be okay trying new things
- Understand where we are in the change process



#8: INSTINCTS ARE MORE IMPORTANT THAN THE PLAN

If you can't read between the lines with the people you are trying to influence, find someone who can...

You need to read the queues from people and adjust your approach as necessary for maximum impact.

Pay attention!

If people aren't responding, pivot!



#9: STAY THE COURSE

- Don't stray from the main purpose of what you are trying to accomplish. People will try to wear you down
- What are your non-negotiables?
- This doesn't mean zero flexibility or adjusting your approach (see #8), it means

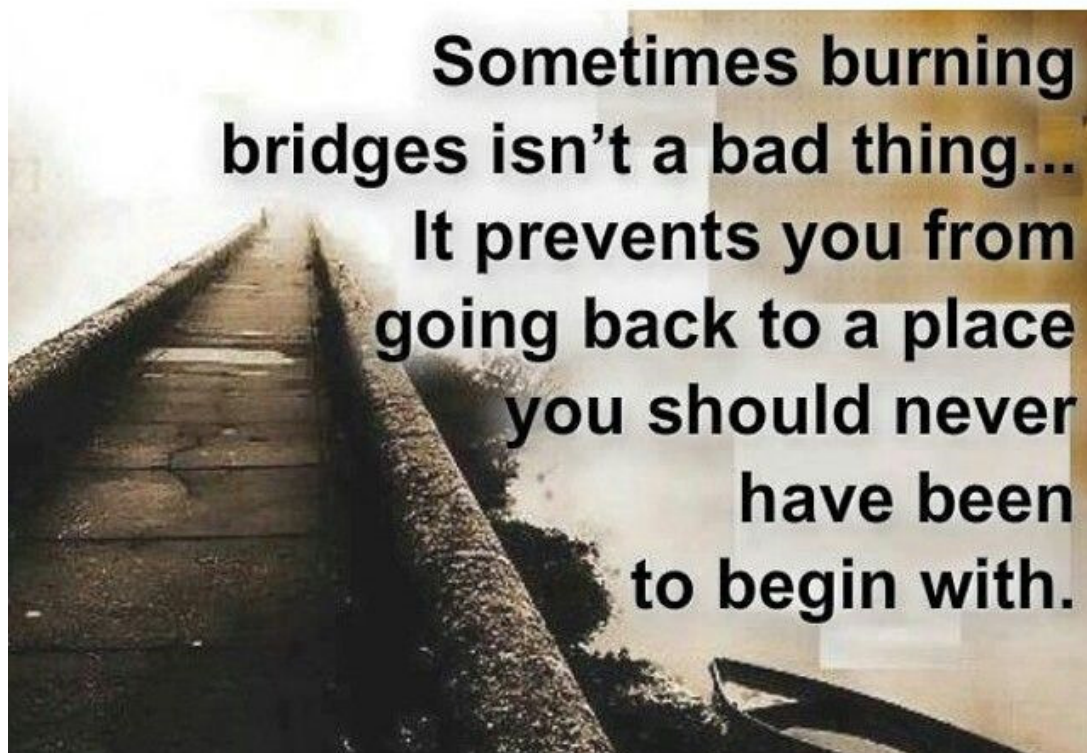
**no compromising on the most
important stuff**



#10: BURN THE BRIDGES

Throw the old away

- Think about how to take away people's ability to function in the old way
- Enable success by limiting the roads to the past



#11: TRUST THE MADNESS

Chaos is ok!

Innovation comes from:

- Chance encounters
- Sparks

Being awkward is normal

- Function at a higher level than normal!

