



# CHANGE MANAGEMENT

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## Today's Agenda

- How to navigate through change
- What is The Change Curve
- Help walk others through change
- Product A vs. Product Z – A case study



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## Reflection time...

- Think of a time when an organization you were involved with experienced change
  - What went well?
  - What could have been done better?



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### What some people said...

- "If you want to make enemies, try to change something" – Woodrow Wilson
- "Change is the law of life and those who only look to the past or present are certain to miss the future" – John F. Kennedy
- "The task of the leader is to get his people from where they are to where they have not been" – Henry Kissinger



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### Navigating through change

- Some people embrace change, but others fear it, they are "change adverse"
- Longevity doesn't make one immune to change
- Communication and Engagement are not the same



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### Change in the Financial Aid industry

- What's changed in our profession in the past 15 years?
  - SULA
  - ACG
  - SMART
  - 900% Pell LEU – 600% Pell LEU
  - Subsidized Loans for graduate students
  - FFELP
  - TEACH Grants



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## What's changed since March 2020?

- Work location
- Customer Service delivery
- Meeting modalities
- Hiring practices
- CARES/HEERF



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## Change Fatigue

- Has there been too much change lately?
- How could you describe change?
- What are your feelings about change?



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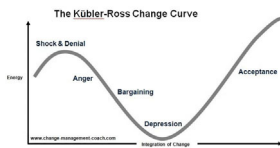
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## The Change Curve



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## Two ways to view change

- Change = Disruption
  - What could happen to my job?
  - Will my role diminish?
  - What's in it for me?
- Change = Opportunity
  - Will it provide better customer service?
  - What new projects can we take on?
  - How will it make my job better?




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## What can we do to make others comfortable with change?

- What can we do to make others comfortable with change?
  - Share the information you have available
  - Allow for feedback
  - Empower your team
- Respect views of others




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## The 3 C's of Change Leadership

- Communicate
- Collaborate
- Commit




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### Walking along the curve... A case study

- Denial
- Anger
- Bargaining
- Depression
- Acceptance



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### Skills to Successfully Implement Change

- Communicate
- Listen
- Use data
- Get others on board
- Measure your results



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### Change is inevitable



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## Resources

- "The 3 C's of Change Leadership" – Center for Creative Leadership
- Change Management Coach



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## Questions?

- Chad Olson - [chado@iastate.edu](mailto:chado@iastate.edu)



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