

NAVIGATING CHANGE *from the* INSIDE OUT

Change is a human phenomenon, a request for learning new actions and practices that will produce satisfaction for a specific concern. Unfortunately, most companies view change merely as a directive, making demands of their workforce to “get with the program.” This approach conveys the threat that others are waiting for their jobs if they don’t embrace the change quickly and quietly. More progressive companies have established Change-Management Departments as part of their OD strategy. Regardless of these approaches, change remains erroneously viewed as a thing happening to a company, rather than a set of actions generated by an individual. Recognizing change as a human action allows companies to spend their time building a workforce capable of moving with agility and ease. Instead of directing attention on a specific change-management initiative that will, in today’s business world, most certainly have to be periodically restructured, a change-ready workforce knows what is required to learn new practices in a mood of engagement, curiosity and confidence.

NAVIGATING CHANGE *from the* INSIDE OUT is an on-site, group program with over two-decades of experience helping companies build work forces that are change-ready. This program focuses on what is required to learn in conditions of urgency and challenge. It provides well-proven methods for developing fluency in skills that foster effective, satisfying and productive behaviors for dealing with change as an action to be designed.

Client Examples of Return on Investment:

- Improved Customer Satisfaction Rate 55%
- Saved 1.3 million dollars in outsourcing costs in one year
- Doubled Employee Satisfaction Rate
- Improved Teamwork 25%
- Improved Job Satisfaction Rate 35%

CHANGE AS THREAT

Human beings are naturally oriented to the future. The human nervous system and brain are fine-tuned to recognize anything that will thwart or threaten future existence. When workplace change is experienced as threatening, unfair or frightening (such as a request for new processes or behaviors) the entire human system: body, thoughts, and feelings align to protect itself from perceived harm. Neurotransmitters, such as cortisol and adrenalin increase throughout the blood stream initiating a process of protecting the individual from the perceived threat to one’s future possibilities. An individual’s ability to see a positive future or to view life from a broader perspective is deeply compromised when one’s blood stream is filled with cortisol.

Negative moods make it exceptionally difficult for companies to engage their workforce to learn, collaborate and trust one another during times that require change. Moods powerfully impact the thoughts that are either possible or impossible for a person to experience.

In a Negative Mood of:	Possible Thoughts:	Impossible Thoughts:
Worry/Anxiety	“These changes are putting my job at risk.”	“I can learn something new.”
Anger	“This company is always taking advantage of us”	“I appreciate the company’s commitment to our workforce.”
Resignation	“Why bother trying to change, nothing makes a difference.”	“Our company’s future possibilities are exciting.”
Skepticism	“These changes won’t work.”	“The company is committed to keeping us competitive.”

Colasanti & Associates has spent two decades helping companies and individuals with
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