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Keys to getting people to change

By: *CORTLAN BENNETT*

"VISION and strategy are about change, but it is normal human behaviour for people to resist change," says Australasian Management Centre managing director Greg Kinnaird.

He said that to be successful, companies needed to engage their employees in a bid to unleash their full creative potential and energy.

He said there were eight steps to achieving this:

- * Develop a logic and rationale
-- explaining why something needs to be done is halfway to doing it.
- * Identify your centres of influence
-- success relies on the help of other stakeholders.
- * Establish goal and role expectations
-- be clear about what you expect of people, but also allow two-way communication.
- * Decide on what information each workgroup needs
-- share the big picture with your staff and they will help create it.
- * Develop a communication strategy
-- credibility will wear down resistance to new ideas.
- * Deliver the message with confidence and congruency
-- lead by example.
- * Make sure your message gets through
-- reinforce positive workplace behaviour.
- * Reinforce your message on a regular basis
-- repeat all of the above.

Mr Kinnaird will share his ideas -- along with three other speakers -- at the next Leadership in **Innovation Forum** sponsored by The Sunday Times. The forum will be at the Perth Convention Exhibition Centre, starting at 7.30am.

Inquiries can be directed to the AMC on 1300 466 688. Visit www.amcinnovation.com for more details. The AMC specialises in management training and innovation strategies.