



Overcoming Resistance to Change

(7 Key Strategies)



AGS Resistance Mitigation Strategies



Strategies to Overcome Resistance to Change

When you introduce a change to employees and leadership in an organization, there is bound to be some pushback from those who are resistant to the idea of a change.

These seven strategies will help you resolve the resistance to keep your change project moving forward.



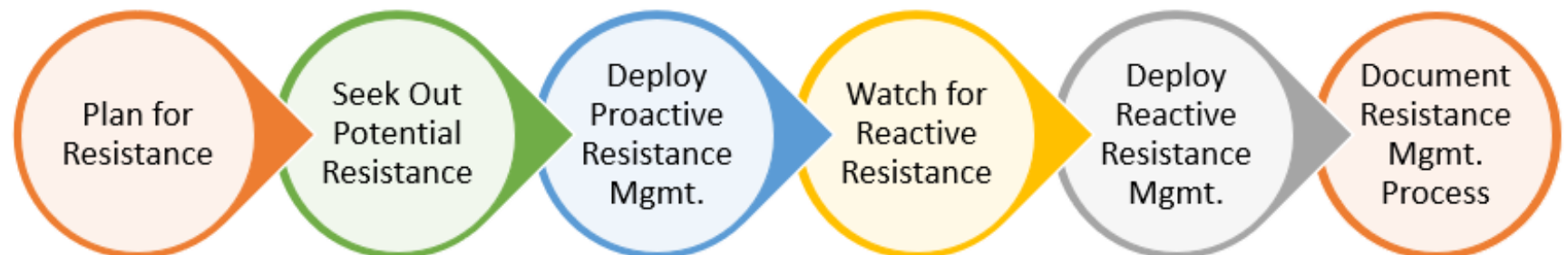
Why Do People Resist Change?

- Don't understand it
- Fear of change
- No incentive
- Distrust
- Cling to habits
- Bad experience
- Peer pressure
- Lack of knowledge
- Stress in life

Overcoming resistance to change is part of your entire resistance management process in a change management project:

1. Plan for resistance
2. Seek out potential resistance
3. Deploy proactive resistance management
4. Watch for reactive resistance
5. Deploy reactive resistance management
6. Document the resistance management process

Resistance Management Process





Lewin Force Field Analysis

You need to mitigate restraining (resisting) forces and create more driving (positive) forces for a change project to be successful.

Managing resistance to change in an organization effectively involves understanding that there will be all types of resistance that you'll run into. Some may seem logical, some more personal, but all of it is important and needs to be resolved.

Because there are so many different types of resistance to change, you need to be ready with several strategies for managing resistance to change in an organization.

Some strategies may work better for certain types of resistance than others.

□ 1. Seek Out & Listen to Feedback



Find Resistance

- Invite Feedback
- Observe Behavior
- Ask Co-workers
- Ask Managers
- Survey Employees
- Look for Non-Participants

You want to invite feedback to help you uncover resistance that may not be expressed vocally in a meeting. Not all people are outspoken, and they may keep their resistance quiet.

But quiet resistance can be just as damaging to a project as more vocal resistance.

Give people a chance to voice their input and feel heard. Just being heard is sometimes all a person wants.

Listen to feedback carefully so you can properly address concerns.

2. Communicate & Address Concerns

Proactive communications help resolve resistance that comes from being in the dark about aspects of the change project.

When people don't know what's going on, they often assume the worst and resistance can solidify as a result.

You want to communicate proactively with the entire team, with departments that may be more resistant, and one-on-one to address specific concerns individuals have.



Communication

- Entire organization
- Resisting Departments
- One-on-one with individuals that are resistant



Ideas for Participation

- Champions Network
- Milestone Celebration
- Committee Meeting
- Beta Testing New Process
- Help Surveying Others

3. Invite Participation

You can resolve certain types of resistance by inviting people to participate in the change process.

Sometimes all it takes is making someone feel like part of the team and that their opinion matters to resolve their resistance.

Invite resisting individuals to be in the Change Champions Network, to attend a committee meeting, or celebrate a milestone achievement.

□ 4. Use Your Support Networks

Two support networks that change managers have are:

- Leadership Network
- Change Champions Network

Leverage these networks to help you reach people who may be more receptive to someone they know and trust.

It's often easier for people to accept information when it's coming from someone they work with every day, so managers and co-workers are often an excellent resource for resolving resistance to change.



Support Networks

- Leadership Network
- Change Champions Network

□ 5. Deploy Hard Facts & Data



Data & Facts For:

- Benefits to Organization
- Benefits to Department
- Benefits to Them

Some people need to be convinced that a change is good by hard facts and data.

Put together information that backs up exactly how the change will benefit the organization. How the change will benefit their department, and... most importantly...

How the change will benefit them personally as well. You want to give them the “WIIFM.” (What’s in it for me.)



Types of Support

- Training
- Help Desk
- Q&A Sessions
- Webinars
- 1on1 Sessions

6. Provide Support to Allay Fears

Fear of being thrown into a new situation without support and expected to perform their job just as efficiently is a key reason for resistance.

Mitigate this by providing a thorough employee training plan that gives people the opportunity to gain the knowledge and abilities they need for the change.

Provide support for employees during and after the change program so they know you have their back.

7. Negotiate Acceptance If Other Methods Fail

If you have a stakeholder that can put a serious barrier up for your change project if they continue resisting, you may have to resort to negotiation if all else fails.

This would be a stakeholder that can have significant impact, like reducing your budget or stopping the project altogether.

Negotiation could include offering an incentive of some kind or adjusting the project in a way that they accept.



Need Help with
Change
Management?

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with questions at:
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