10 Organizational Change Management Principles to Remember

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Organizational Change Management (OCM) is a framework for preparing individuals and organizations to adopt transformative changes. An effective framework leverages a wide variety of methods, tools and resources to align leaders around what to change, how to change and clearly articulate what is changing and when.

Successful change management enables people to effectively work in a new way and often includes transitioning people's mindset, skills, behaviors and capabilities. Your goal is to help team members not only become aware of the change, but also become advocates who reinforce that change.

Guiding Principles

Successful change strategies are outcome-focused
are built on a foundation of 10 Guiding Principles:

1. **Select the right leadership team** to steer the business and keep them engaged throughout the change.
2. **Connect project goals** to an overarching company strategy and vision.
3. **Define the metrics for success** that are tied to overall business strategy goals.
4. **Communicate the "what" and "why"** of the change as early as possible.
5. **Engage leaders at all levels** in making the change happen with their teams
6. **Be as transparent and timely** in all communications as possible.
7. **Know the impacted audience** and anticipate adoption barriers.
8. **Create capability-building opportunities** that are customized and role-based.
9. **Celebrate the wins**, even the small ones!
10. **Measure adoption iteratively** and adjust change plan based on data collected.

At Centric, we believe that transformations will meet and exceed your expectations through strong people alignment and preparation. Not sure where to start? Talk with an expert.

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