

# ‘Implementing The Key Aspects Of Change Management Effectively’

*The Colour Works believes that everyone in an organisation can make a positive unique contribution to it. We believe with our facilitation style, passion and cutting-edge learning, we unlock that potential to the benefit of the individual, team and organisation.*

## Fact: 70% of business change fails to achieve desired goals

1. Lack of strong leadership – **Know yourself, warts and all**
2. Lack of team skills and proven approach to change – **Know your team & have a plan**
3. Lack of effective engagement with stakeholders – **Know your audience & communicate effectively**

Source: NAO/OGC



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“People do not resist  
change – people change  
all the time. What people  
resist is having others  
impose change on  
them”

*Margaret Wheatley  
Harvard University*

# Behaviour



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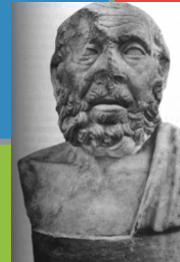
# The Four Humours

**Melancholic**  
like orderly lives  
prone to mood  
changes

**Choleric**  
appear as  
natural leaders  
seen as tough-  
minded

observe from the  
sidelines and tend  
to comply to  
others' demands  
**Phlegmatic**

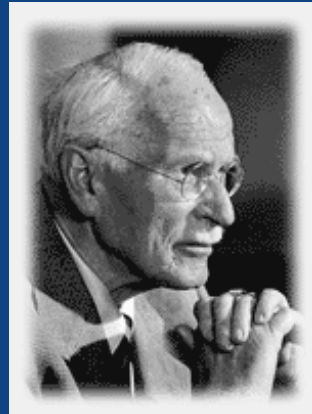
outgoing,  
optimistic  
fun-loving  
**Sanguine**



Hippocrates 500 BC

# Psychological Preferences

*There are 3 pairs of preferences:*



Carl Gustav Jung  
1875-1961

## **Introversion – Extraversion**

how we react to inner & outer experiences

## **Thinking – Feeling**

how we make decisions

## **Sensation – Intuition**

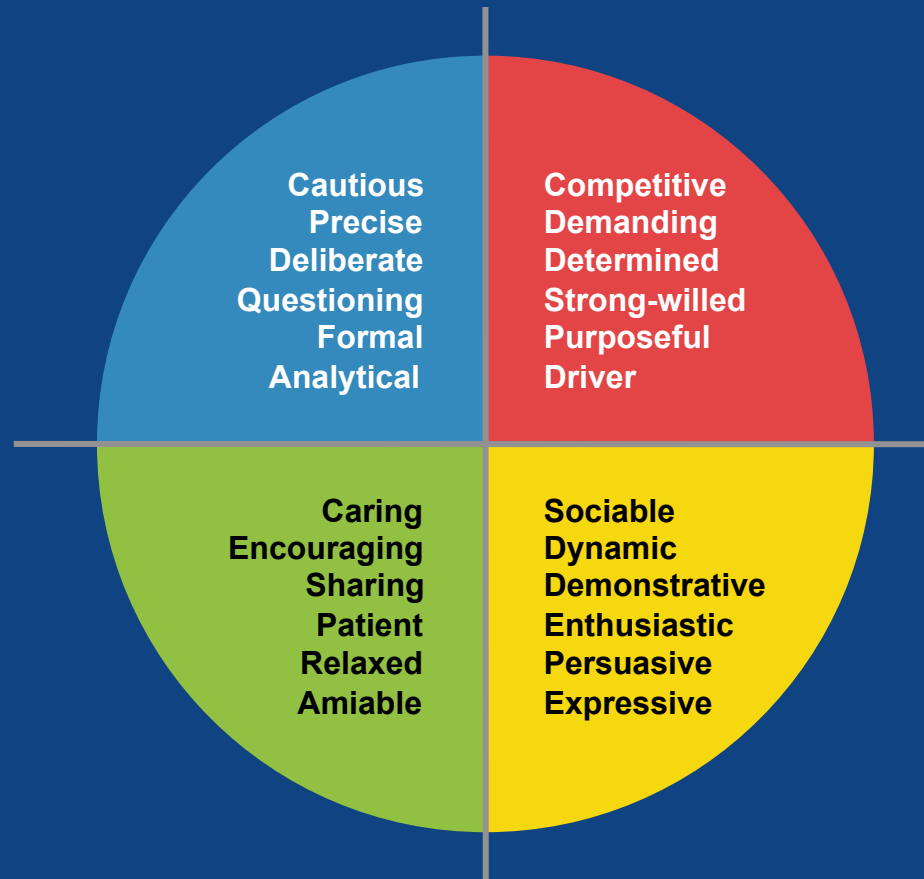
how we take in & process information



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# The Insights - Colour Energies



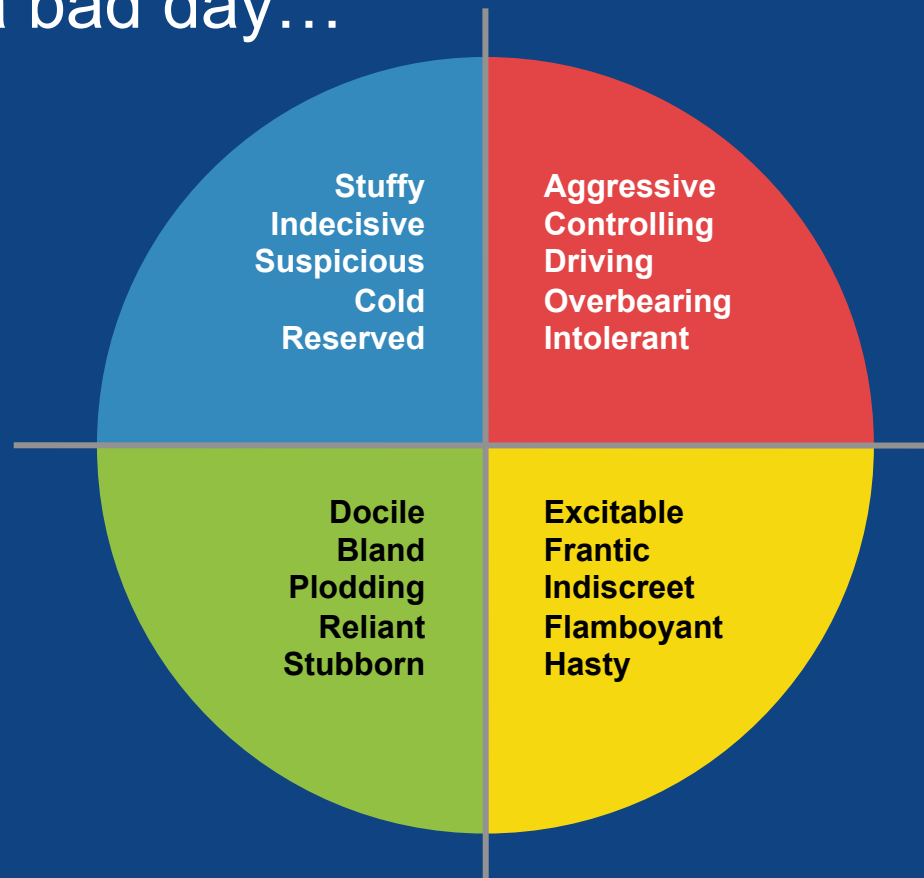


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# The Insights 4 Colour Energies

On a bad day...





# Complementary Styles

## Sunshine Yellow

### Strengths

- Quick to build relationships
- Friendly and sociable
- Adaptable, imaginative
- Can see the big picture

### Weaknesses

- May lack detail and focus
- Too casual for some
- Poor planner
- Can lose interest

## Cool Blue

### Weaknesses

- A bit reserved at first
- Overlook others' feelings
- May be rigid & unimaginative
- Can focus on unimportant details

### Strengths

- Knowledgeable and detailed
- Has an air of competence
- Asks lots of questions
- Very thorough right to the end



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## Complementary Styles

### Earth Green

#### Strengths

Builds deep relationships  
Natural listener  
Sincere and warm  
Patient

#### Weaknesses

Slow to adapt to change  
Seem to lack enthusiasm  
Unsure of themselves  
Reliant on others

### Fiery Red

#### Weaknesses

Can be seen as arrogant  
Poor listener  
Can be too cold and pushy  
May not let others  
finish speaking

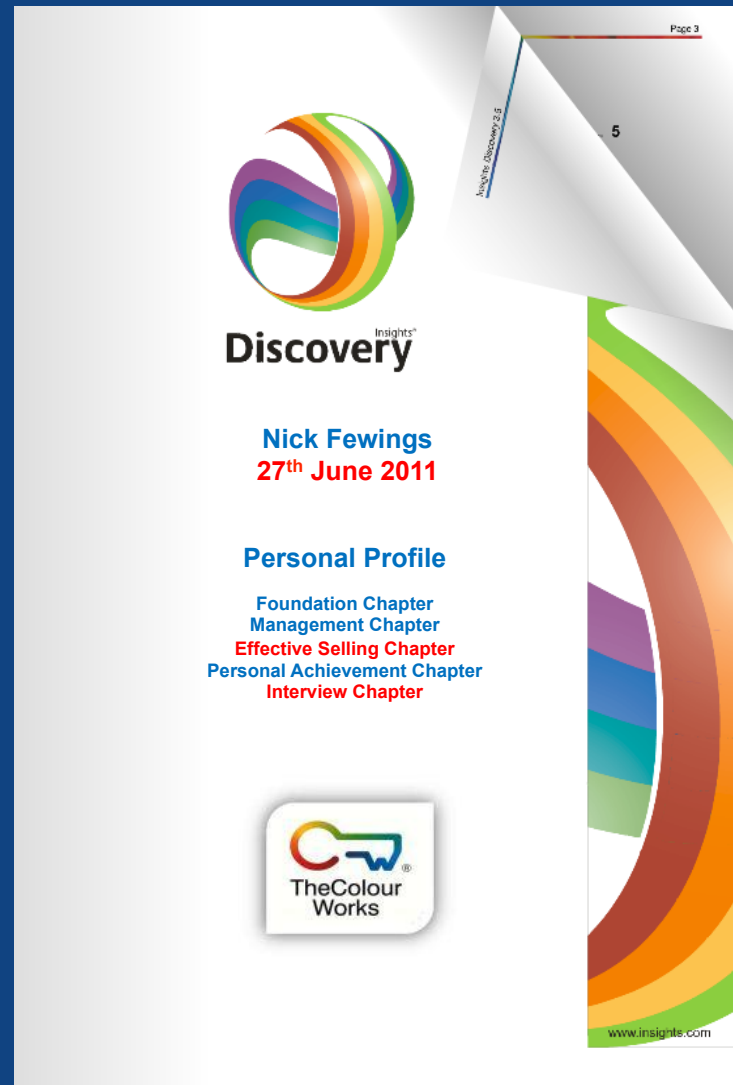
#### Strengths

Love challenges  
Want to get things done  
Confident of their ability  
Influence others

## Four Colour Energies: Key Learning Points

- We are a mixture of ALL four colour energies
- We will have a preference for one
- Each energy has both strengths and weaknesses
- No one colour energy is better or worse than another
- We tend to find our opposites incredibly difficult
- We must value the differences to build more effective relationships
- The colours DESCRIBE our behaviour – they don't DEFINE us

# Profiles



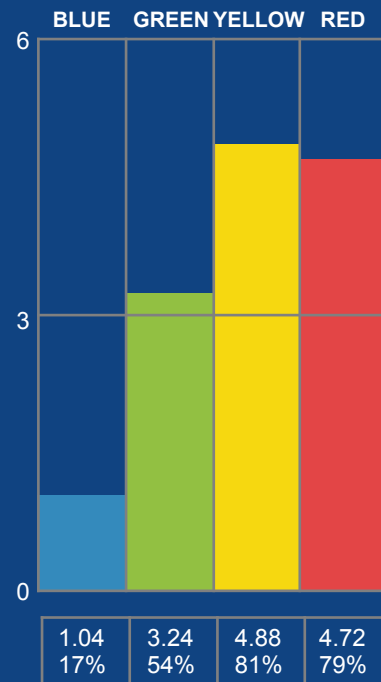


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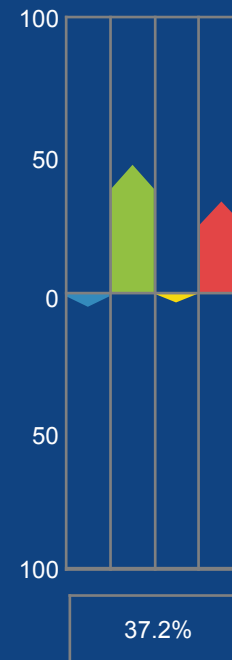
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# Measuring our preferences

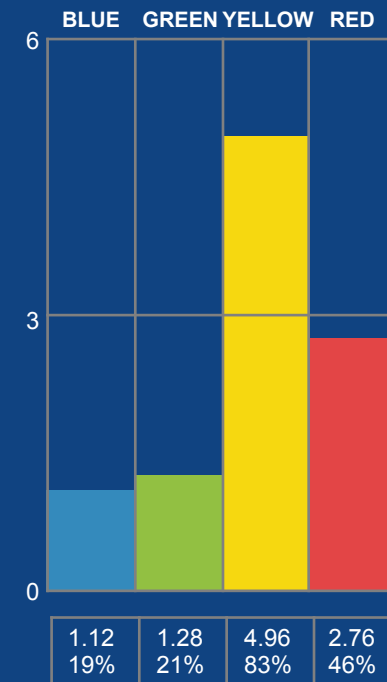
Persona  
(Conscious)



Preference  
Flow



Persona  
(Less conscious)

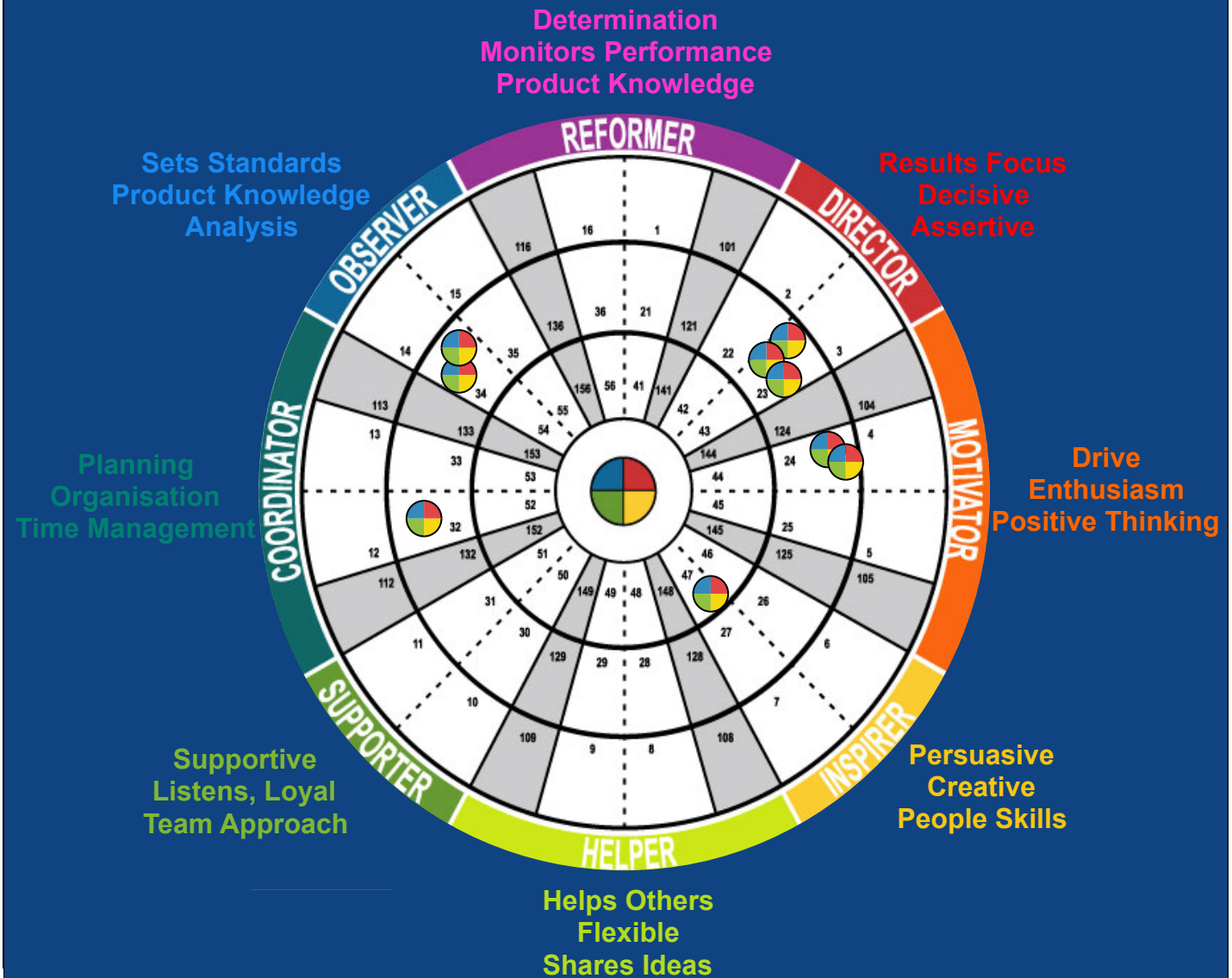




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# Sample Project Team Wheel





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## Remember your card order? 8-Type Colour Mix Descriptors

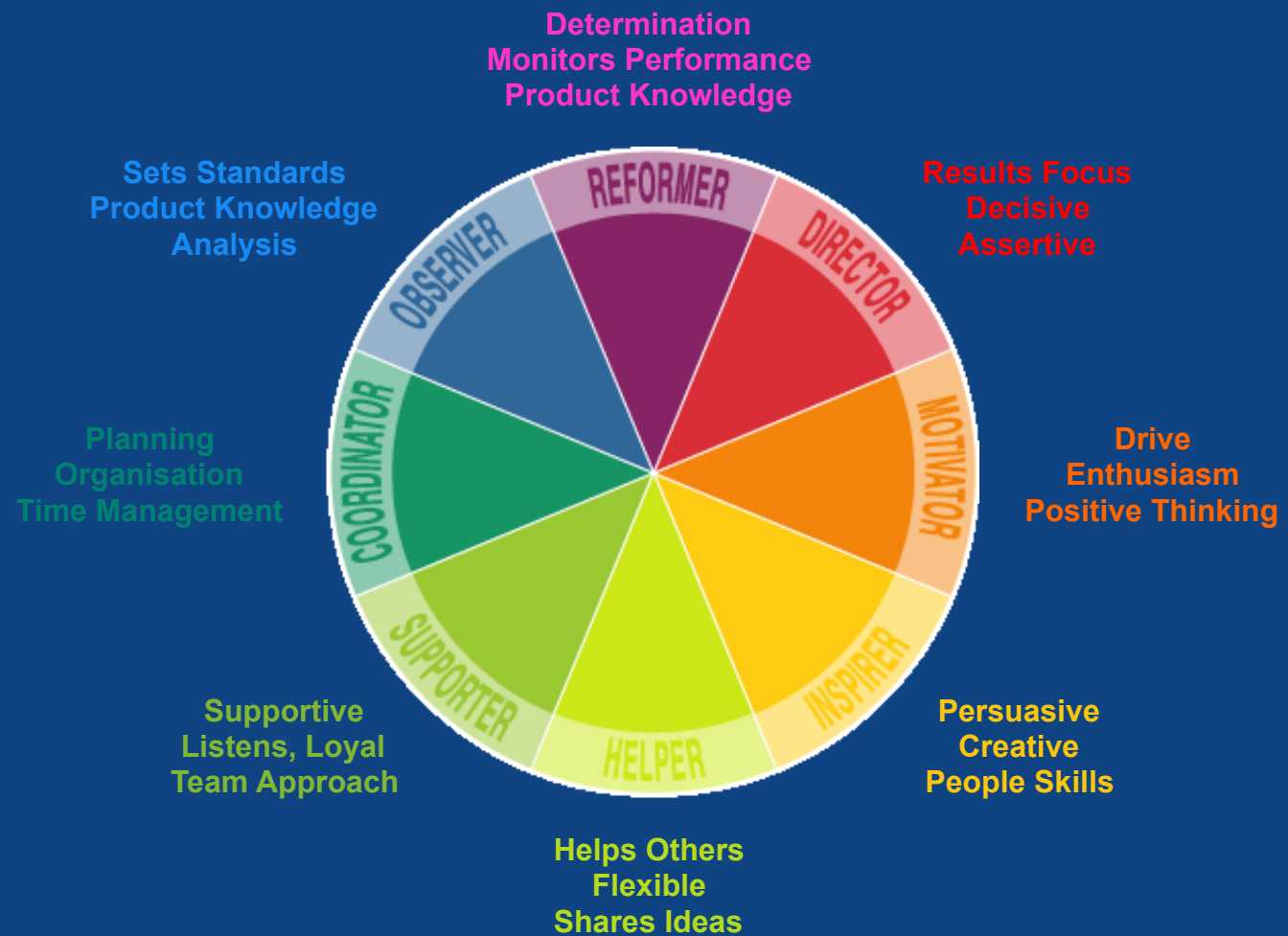
MOST	LEAST	TYPE
Yellow	Blue	Inspirer
Yellow	Red	Helper
Yellow	Green	Motivator
Red	Yellow	Reformer
Red	Blue	Motivator
Red	Green	Director
Blue	Yellow	Observer
Blue	Red	Coordinator
Blue	Green	Reformer
Green	Red	Supporter
Green	Yellow	Coordinator
Green	Blue	Helper



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# Colourful Skills In Change







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# eNgage!

**Planning**

Risk  
assessment  
Processes  
Monitoring  
Checking  
Evaluation  
Detail

**Action**

Defining Task  
Clear Vision  
Goal Setting  
Timescales  
Driving  
Responsibilities

**People  
Values**

Impact:  
- People  
- Teams  
Consultation  
Inclusion  
Bringing people  
along

**Inspiration**

Innovation  
"How Can  
We..?"  
Motivation  
Ideas  
Optimism



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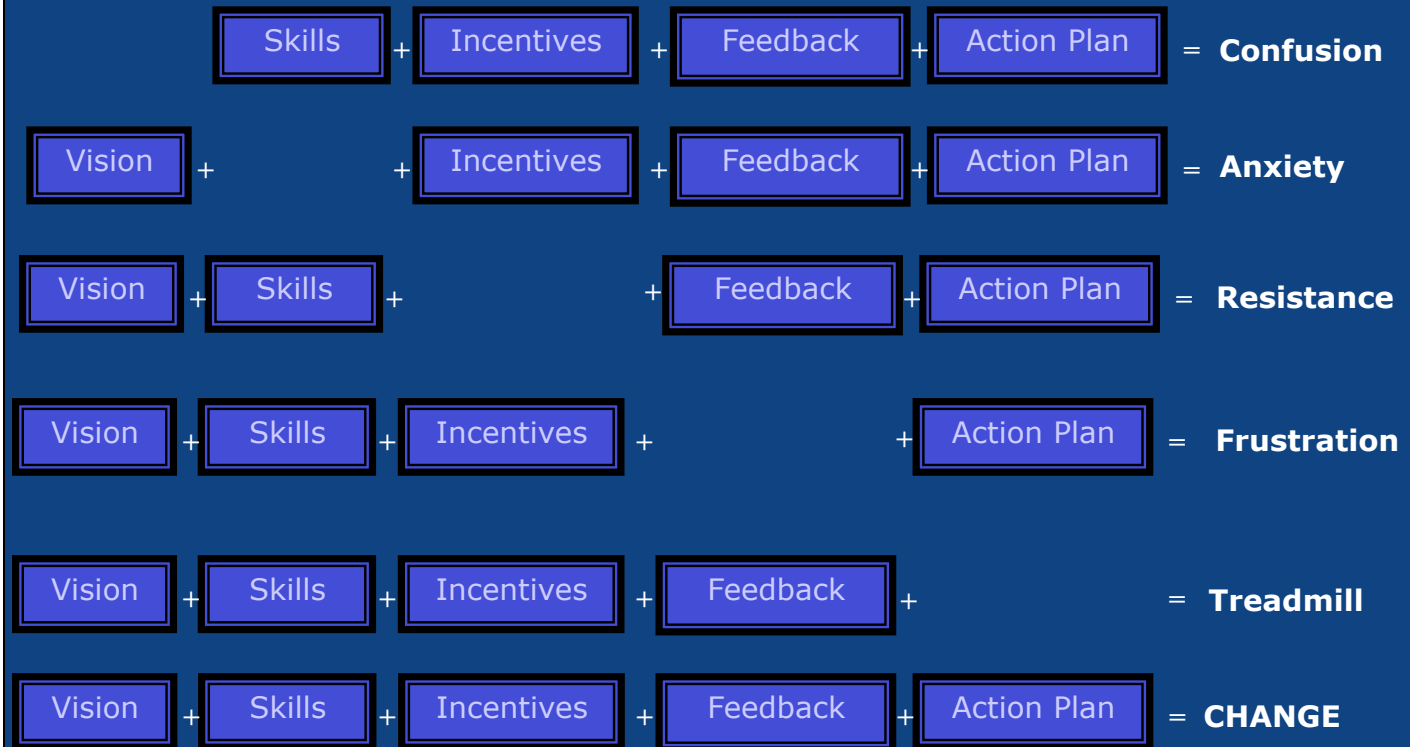
# ENGAGING STAKEHOLDERS



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## Inspiring People, Delivering Results

# Leading Complex Change



Thousand (2000) adapted from  
Knoster, T. (1991)



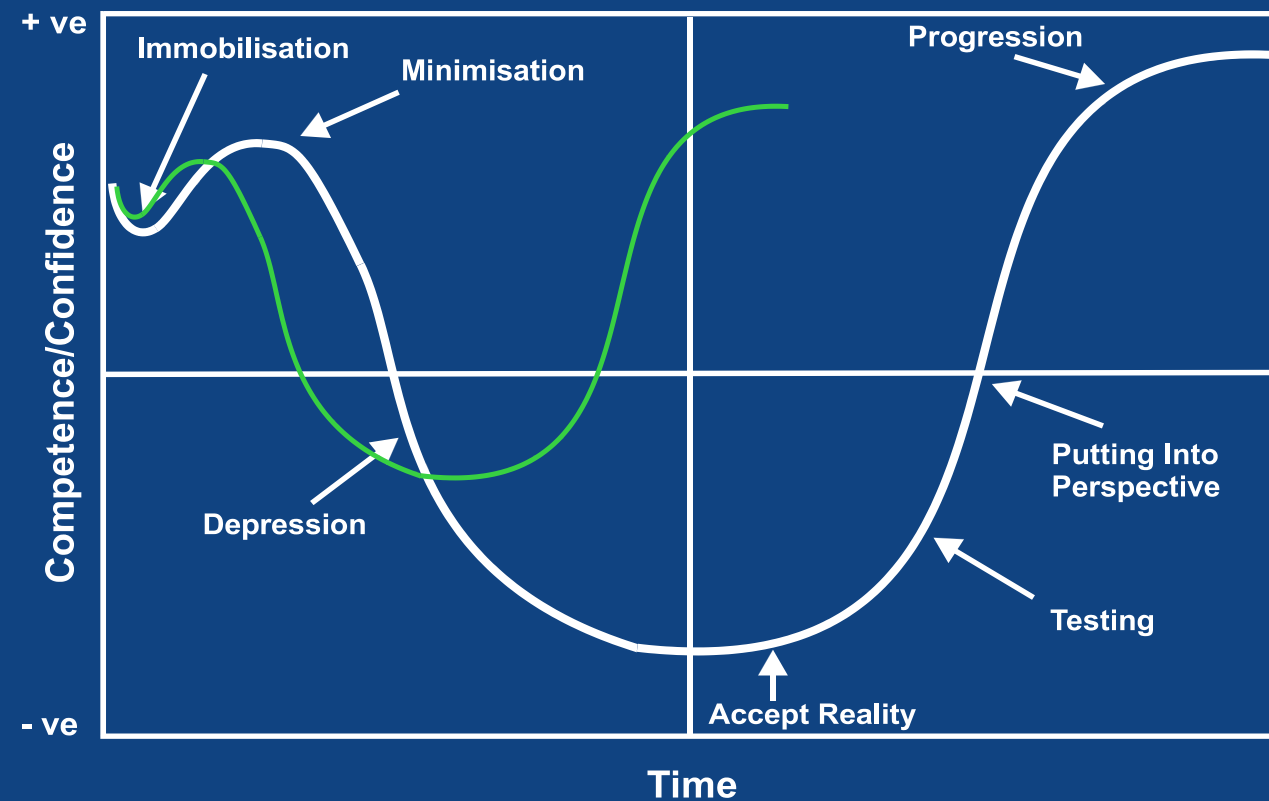


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# Effective Change Management

## The Transition Curve



# 1. Vision - Clarify The Change





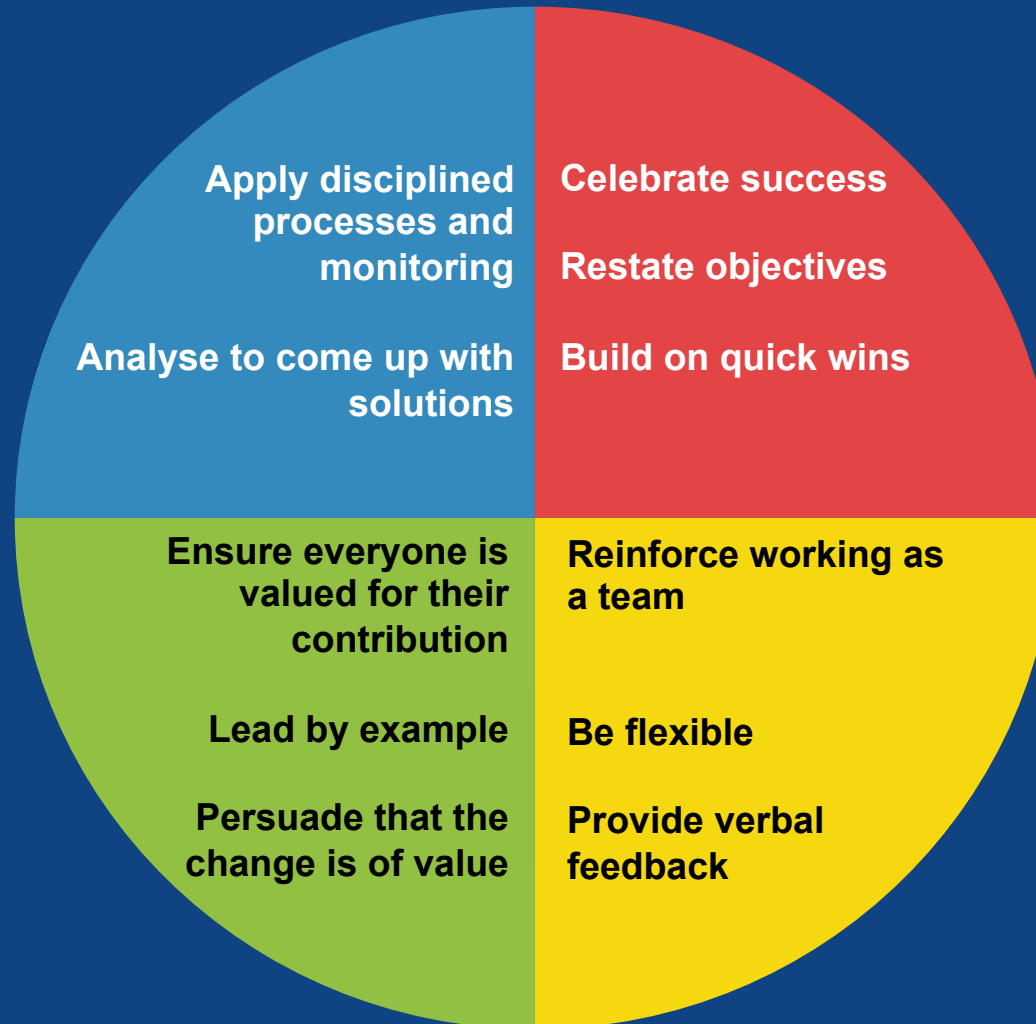
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## 2. Skills - Involve Staff



### 3. Incentives – Manage Resistance





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## 4. Feedback - Communicate







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## 5. Action Plan - Track Progress





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## The Golden Rule

Do Unto Others as  
~~you~~ **THEY** would  
be done unto



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