

Partnership Impact Theatre - Presented by the IPA

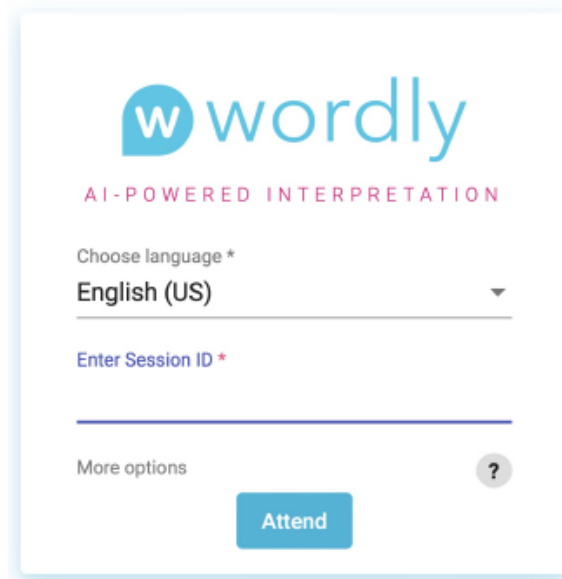
How to Use Live Translation

Step 1



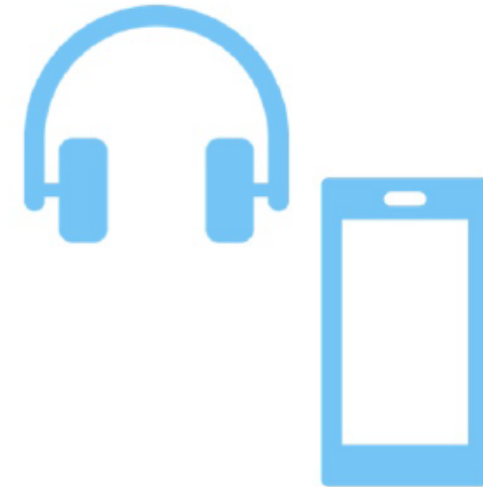
Scan QR Code or Go To:
<https://attend.wordly.ai/join/RYXK-2641>

Step 2



Choose Language
Click Attend

Step 3



Read Captions on Device
Use Headset for Audio



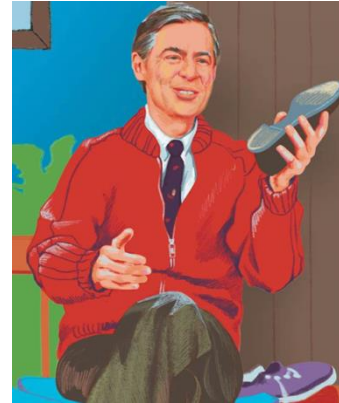
Wisdom

*"I wonder why things have to change,"
murmured Piglet.*

*Pooh thought for a while, then he said,
"It gives them a chance to get better."*



*"Often, when you think you're at
the end of something, you're at
the beginning of something else."*



*"No one can change a person,
but someone can be a reason
for that person to change."*

 **asae**[®]
annual
meeting
& exposition

AUGUST 9-12, 2025
LOS ANGELES, CA

**Everyone Wants A
Change...
and No One Wants To
Change.**



Welcome

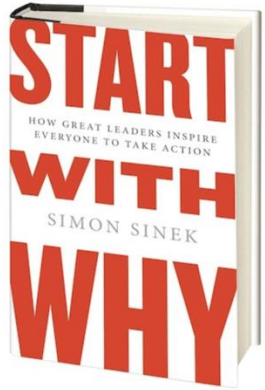
- Gretchen Steenstra PMP
 - DelCor Technology Solutions
- Kara Adams MEd CAE
 - Food Industry Association
- Norma Castrejon CAE
 - American Osteopathic Association
- Ron Moen CAE
 - DelCor Technology Solutions

In 30 Minutes ?

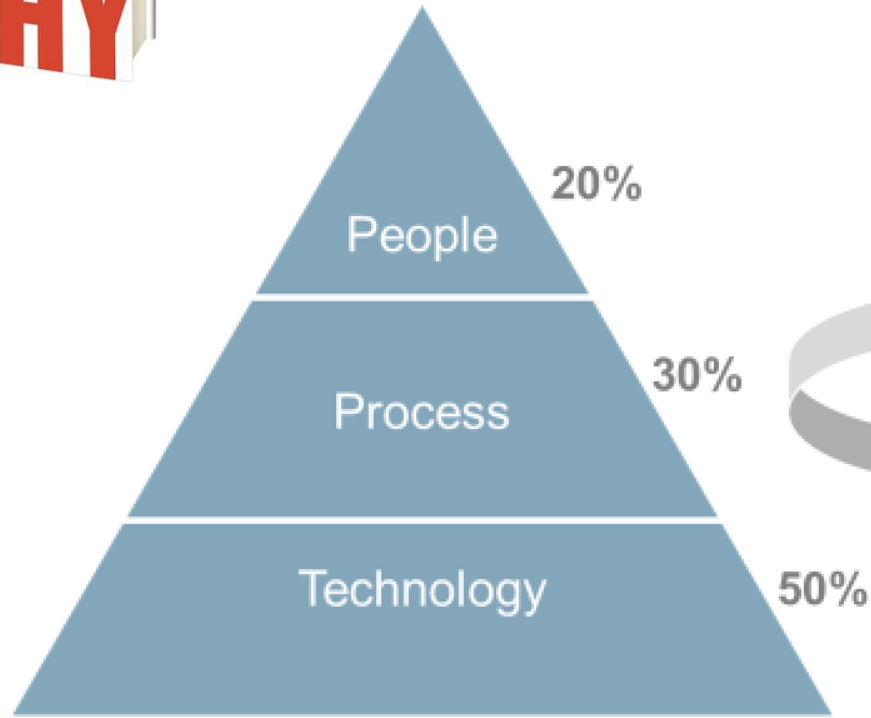
- Our Promise
- People Process Tech
- Mindshift
- 5 Components
- 10 Core Principles
- Avoiding Success
- Personalities
- Structured Methodology
- Bonus Material +Webpage

Our Promise

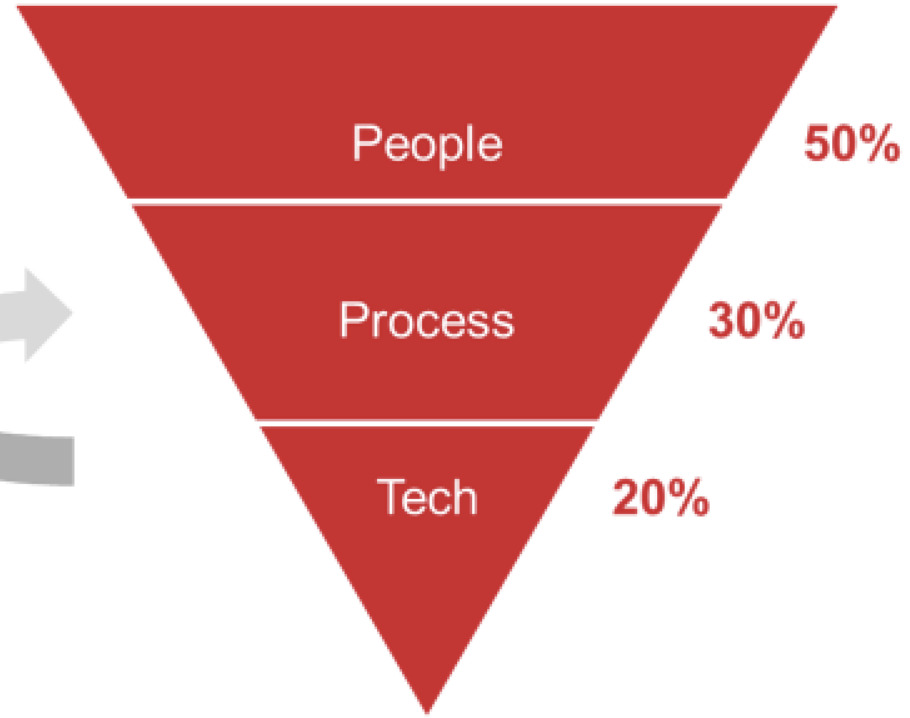
- Participants will contrast the examples from the panel with their own experiences and mirror the applicable action items
- Participants will evaluate the 5 components of change management against their own initiatives and improve their rates of success and adoption
- Participants will relate to other similar situations and organizations, and be encouraged to collaborate with peers on intentional change management



Source: ISM Survey – US
(CRM Implementations)



Most Implementations



Successful Implementations



PEOPLE

**CHANGE
MANAGEMENT**

TECHNOLOGY

PROCESS

Mindshift Shift Required

Project Mindset

- Success =
On Time Delivery
- Communication =
Status Updates
- Training =
Skill-based Sessions
- Resistance =
Obstacles to Overcome

Adoption Mindset

- Success =
Effective Adoption
- Communication =
Stakeholder Engagement
- Training =
SbS + Ongoing Support
- Resistance =
Insights, Curiosity, and Adapt

Five Components

1. Readiness Assessments
2. Impact Analysis
3. Communication Plans
4. Training on Changes
5. Documented SOPs

Core Principles

1. Establish a Clear Vision
2. Engage Stakeholders Early
3. Assess Organizational Readiness
4. Develop a Structured Change Plan
5. Communicate Transparently and Frequently

Core Principles (continued)

5. Communicate Transparently and Frequently
6. Empower Change Agents and Champions
7. Provide Training and Support
8. Monitor Adoption and Adjust
9. Celebrate Success and Reinforce the Change
10. Sustain the Change

When Projects Avoid Success

1. Goals, Plans, Tactics
2. People Power
3. Communications
4. Executive Support
5. Scope Creep
6. Cost
7. Risk Mitigation
8. Project Stewardship
9. Expectations
10. Monitoring and Adjusting

Personalities During Change (8)

1. Champion

2. Ambassador

3. Challenger

4. Sceptic

5. Prisoner

6. Passenger

7. Saboteur

8. Thief

Structured Methodology

A D K A R

- Individual(s) change
- Bottom Up (People)
- Desire, Knowledge, Ability
- Overcoming barriers
- Personal Stages

Kotter's 8 Steps

- Organizational Change
- Top Down (Strategy)
- Leadership, Vision, Timing
- Creating momentum
- Initiative Milestones

Thank You !

Gretchen Steenstra PMP

Norma Castrejon CAE

Kara Adams MEd CAE

Ron Moen CAE



Session Eval QR Code

Everyone Wants a Change and No One Wants to Change

4 Action Items

1. Review the models – choose 1 and use it for a project
2. Create a high-level RACI
3. Embrace those people on the fringe
4. Recruit your cheerleading squad

More insights ?

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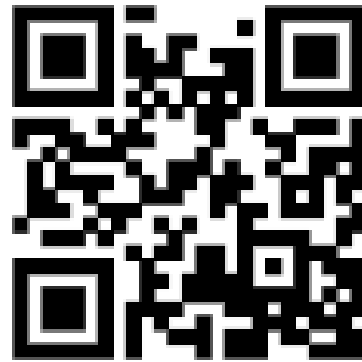
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Everyone Wants a Change and No One Wants to Change

Bonus Material

- All material following this slide will be available on our landing page



- <https://tiny.cc/ASAE25change>



Change Control

- Specifications
- To You
- Defined
- Execution
- Immediate

Change Management

- Humans
- With You + For You
- Agile
- Adoption
- Long View

Structured Methodology

- A D K A R
- Agile Change Management
- Beckhard & Harris Change Management Process
- Bridges' Transition Model
- Kotter's 8 Steps
- Kübler-Ross Change Curve

Structured Methodology (*continued*)

- Lewin's Change Management Model
- McKinsey 7-S Framework
- Nadler-Tushman Congruence Model
- Nudge Theory
- Prochaska & DiClemente Stages of Change
- The Satir Change Model

Change Adoption Cycle

1. Planning:
Anticipation & Doubt
2. Engagement:
Doubt to Reality
3. Understanding:
Discomfort to Motivation
4. Preparation:
Discovery to Perspective
5. Adoption:
Understanding to Awareness
6. Reinforcement:
Integration to Flexibility

R A C I *(high level – not a 100 row grid)*

- [A] Accountable
- [R] Responsible
- [C] Consented
- [I] Informed

[e] expectations

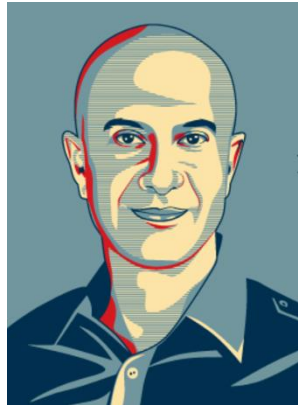
[u] unhappy

Personalities During Change (4)

1. Co-Pilot
2. Champion
3. Fence-Sitter
4. Sceptic

Often Overlooked Techniques

1. Emotional Engagement
2. Cross-Level Involvement
3. Cultural Alignment
4. Interdependency Mapping
5. Behavioral Nudges
6. Change Advisory Board (CAB)
7. The “7 R’s” of Change
8. Force Field Analysis



**Change is hard at first,
messy in the middle,
and gorgeous at the end.**

Robin Sharma



You

value your time. So do we. These 30 minutes

Can Not

be a waste of your time. You are facilitating

Change

at your organization. We appreciate your joining us today to learn and share.