

Introduction to ChangePlay™

AN INNOVATIVE WORKSHOP THAT GIVES
TEAMS FRESH TOOLS AND INSIGHTS
TO MOVE THROUGH ORGANIZATIONAL
CHANGE WITH GREATER COMMITMENT
AND PRODUCTIVITY



ChangeCast



INTRODUCTION TO CHANGEPLAY™ FOR TEAMS

Research shows that up to 70% of major organizational change initiatives fail to meet expectations. There can be several reasons why. But more often than not, efforts misfire because leaders underestimate the guidance needed throughout the transition period, as well as the importance of engaging the hearts and minds of the people responsible for making the change work.

That's why we developed ChangePlay -- an innovative workshop designed to increase a team's effectiveness in responding to a current business change. It also builds what we call Change Competence. At the end of the workshop, each participant will have new insights and tools to navigate the change with greater commitment, self-responsibility and focused action.

WHO IS CHANGEPLAY FOR?

The workshop is designed for teams and working groups who are:

- In the midst of a specific organizational transition, such as a re-org, merger, major initiative -- or any change that requires people to re-think how they operate on a day-to-day basis.
- In the early to mid stages of transition, or blocked in the process
- 6-20 people in size

The workshop is led by ChangeCast partners, and can be done in one full day or two half days.

HOW DOES CHANGEPLAY WORK?

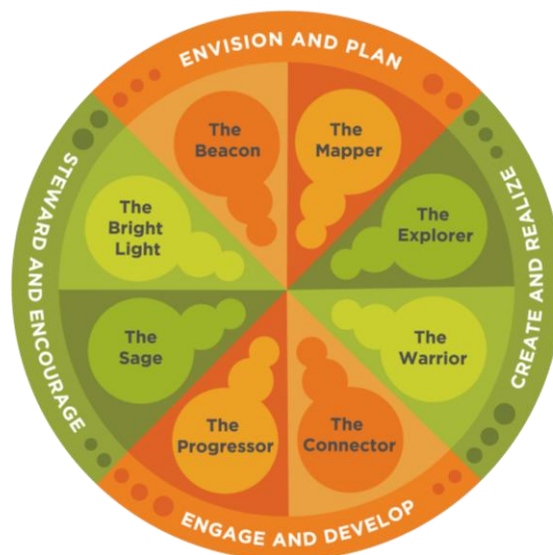
ChangePlay employs a mix of exercises and group dialogue to foster collaboration and engage the team's hearts and minds. Participants will:

- Uncover emotional and rational issues that hinder the group's progress
- Shift perspectives and gain insight into what they need to do differently to productively move forward
- Deepen their sense of self-responsibility and commitment to the outcome
- Collaborate to create concrete action plans
- Gain a common language and framework to help sustain forward progress and build Change Competence

THE CHANGEPLAY METAPHOR

ChangePlay uses the power of metaphor to give teams an eye-opening, *objective* perspective on the change at hand. Participants will experience the change they are currently facing as a play, complete with a storyline, protagonists who help them, and antagonists who may hinder their progress.

There are eight Protagonists who embody key success traits during change. They serve as powerful allies and guides on the change journey.



Examples of the Protagonists:

The Mapper approaches change with clear analysis and strategic vision

The Progressor approaches change with a commitment to develop, grow and learn

The Sage approaches change with wisdom, discernment and balance

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There are also six Antagonists who can come on stage during change – they personify the inner voices that can sabotage progress. For example, *The Doubter* stirs up doubt and even cynicism, and *The Clinger* clings to old ways and beliefs.

The interplay of these characters influences how effectively the team navigates the change. Using the metaphor as a backdrop, the team collaborates to gain a fresh, objective understanding of their situation and re-direct their change story to move forward with greater ease and productivity.

ChangePlay is a proprietary workshop developed by the partners at ChangeCast. It is grounded in the principles of resilience theory, change theory, social sciences, and psychology. And, it is a coalescence of our extensive experience leading and supporting teams through the change process for many world-class organizations.



WHAT PEOPLE ARE SAYING ABOUT CHANGEPLAY

“I would recommend this to anyone going through dramatic change or transformation in the organization. It’s great for when you’re at a checkpoint in the change where new demands are being placed on the leaders and people and it requires them to rethink how they’re operating. ChangePlay helped people consciously think about how they’re showing up today, as well as what they need to do differently. And it helped my team realize they’re not the only ones sitting in that space [i.e., experiencing difficulty].”

- VP Product Development – leading e-commerce company

“I thought the content was great overall. It really resonates as we all have those little voices in our heads. And, it’s actionable. I really liked the practical aspect of your content...nice framework...and very original.”

-- Workshop participant

“It was valuable for the team to help us get through this next phase and figure out exactly what we needed to do. The exercise of exploring each [Protagonist] and having people describe their function really crystallized their purpose in the change. It helped us clarify our needs and develop actions.”

-- Workshop participant

“Learning about the Antagonists was really important because I saw how they come on stage daily and mess with me. Just acknowledging them helps me change on a dime.”

-- Workshop participant

ABOUT CHANGECAST

ChangeCast is a consulting firm whose mission is to help organizations thrive through change and excel at the change process. We specialize in the human and organizational dimensions of change, helping leaders, teams and individuals navigate through the challenging interpersonal and inner-personal dynamics that business-related change creates.

We offer a wide-ranging – and modular – set of consulting services and innovative programs to support leaders in achieving their goals, from planning to transition to full integration and transformation. To learn more about ChangePlay or our other solutions, contact us:

Phone: 415-381-1751. Email: info@changecast.com.

Or visit us at www.changecast.com.