



The rate – and expectations of – change is a constant today, yet organizational change is difficult to implement

As leaders reinvent new ways of working to meet the needs of their dynamic environments, they are under continuous pressure to evolve and engage their organizations in new ways. But successful organizational change remains elusive. In fact, the statistics have remained constant: About 70% of organizational changes fail to meet the expectations of leaders.

To support increased success, ChangeCast has developed a change leadership framework with tools, based on the C-Changes needed to succeed in – and sustain – organizational change. These factors, which are based on research from a variety of fields as well as our own experience, are interdependent and need to be cultivated together with an intentional approach.

The **C**hange Factors ChangeCast®

Cultivate
Build
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Conviction

Desire , belief and commitment



Connection

Authentic alignment, engagement and self-responsibility at every level



Clear Course

Clear destination. path to get there, roles and learning plan



Congruency

Congruent story, leadership and organizational model

Some of our applications of the C-Change factors framework and tools:

- We leverage the C-Change Factors as a **leadership tool** to provide guidance and diagnostics during the planning, design and implementation of an organizational change
- We provide **change leadership talks and training** to those seeking to sharpen their change capabilities

Contact us to learn more: info@changecast.com