# BUSINESSES MADE BETTER

Corp-RX is a California-based, woman veteran-owned small business that provides consulting services in communication, business process improvement, change management and corporate training & development.

Let us help you with:
Strategy Development
Project Implementation
Business Planning
Crisis Management
Process Improvement
Change Management
Public Relations
Corporate Communications
Brand Development
Employee Training
Leadership Development

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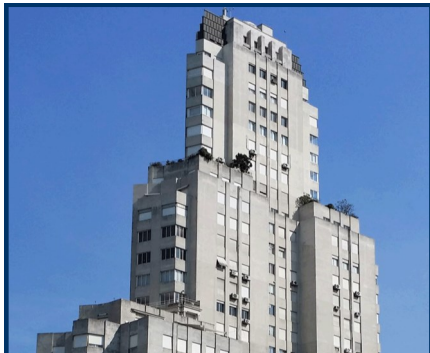
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Change Management

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CHANGE MANAGEMENT

An approach to managing change that combines communication theory, process improvement, training and development methods to move projects forward while advancing organizational objectives on time and on budget.

Corp-RX provides formal change management leadership by integrating analysis, planning, measurement, and execution to maximize awareness, efficiency and effectiveness. Our services include deliverables that combine recommendations with actual usable tools and work products.

Leveraging active listening techniques and empathetic responsiveness, we have created a novel approach to managing change that is structured and flexible, decisive yet responsive and results-focused while still being sensitive to the means of achieving those results.

CHANGE MANAGER ROLES:

1. Defining the gap
2. Assessing the audience
3. Overcoming resistance
4. Assisting implementation
5. Enabling stakeholders

1. DEFINING THE GAP:

- Analyze as-is state
- Envision to-be state
- Develop a story that shows gap
- Identify what will be lost

2. ASSESSING THE AUDIENCE:

- Identify concerns
- Pinpoint sources of resistance:
  ◊ Self-interest
  ◊ Misunderstanding
  ◊ Low tolerance to change
  ◊ Different assessments of the situation

3. OVERCOMING RESISTANCE:

- Be flexible & responsive
- Be compassionate/empathetic
- Vary tactics to overcome resistance
  ◊ Positive (preferred)
    * Communicate
      (show, do not tell)
    * Educate
      (show the gap, train & build knowledge)
    * Participate
      (get involved)
    * Support
      (remove obstacles, demonstrate caring)

◊ Negative (last resorts)
  * Negotiate
  * Manipulate
  * Coerce

4. ASSISTING IMPLEMENTATION:

- Facilitate training & education
- Monitor sentiment
- Advise project leadership
- Flexible scheduling

5. ENABLING STAKEHOLDERS:

- Provide counsel on plans, timelines, materials
- Be sounding board for decisions impacting stakeholders
- Always be a resource for project leadership
- Flexible availability to be responsive to project needs

TOOLS/MODELS

1. ADKAR Model
2. Lewin's Change Model
3. Kotter's Change Model