

**Innovator
Insights**

**Disruptive
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Handling Resistance and Getting Buy-in Your Questions Answered

**Innovators
Assemble**



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**Planning for Change and
How to Prioritise and Innovate**

Planning for Change

Q1. Is there such a thing as too much change?

Yes, because change is all about people. It's emotive and divisive, so it's about trying to stagger change in a way that's digestible for those receiving it.

The risk is, that when delivering organisational change such as a restructure, if you're trying to put system change on top, while people are going through a change curve themselves, that can be detrimental because people don't have the focus or energy - and the adoption will be slow or hindered.

Too much change can be destabilising for the services you provide. You need to be careful of how you plan, sequence and take people on the change curve with you.

Q2. How do you address change which is really important for the customer experience but delivers less tangible or measurable benefits?

Sometimes it's not about the monetary value or TSMs shifting. Sometimes it's about a change making good sense and delivering a better service for customers.

Some things aren't tangible or measurable, but you can weave in some things to help. Firstly, think about how you communicate with colleagues and customers, so give proactive updates and keep people informed. Have an open dialogue and get feedback from surveys, social media, focus groups etc. to understand the perceptions of the change you're trying to deliver.





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