**Change Plan Template**

*“If you aren’t leading change, you aren’t leading anything. You are just managing the status quo.”*

**Name of the change initiative or strategy**

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**What is the change?**

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| The Single Sentence Ambition Statement  *A single sentence that says precisely what you are going to do – and why. (e.g “To change the way business cases are developed and used in the organisation, to ensure every marketing campaign is regarded as an investment rather than an expense.”)*  Are any further details required to explain what the change actually is? |

**1. STRATEGIC PLANNING**

**Desired outcomes**

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| *What does good look like? What benefits will it deliver? (narrative and numbers)*  With whom do you need to engage to define the change vision? |

**Why is this change necessary?**

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| *What is ‘broken’ / needs to change? And why?* |

**Implications**

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| *Who or what will affected by the change?*  *What implications are there for customers, people, other parts of the business?*  *What new behaviours or new ways of working will be necessary?* |

**Key Success Factors**

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| *What must be done, developed or put in place for this to be successful?* |

**Obstacles**

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| *What are the key obstacles to success? The key barriers to change (systems, culture, attitudes, …)?*  *How will you overcome them?*  *How will you empower and encourage people to change?* |

**Interdependencies**

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| *What key things do you need from others? How will you ensure you get them?* |

**2. DELIVERY**

**Actions, Deliverables / Milestones**

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| *What key activities and outputs that will be delivered - and by when?* |

**Priorities & Quick Wins**

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| *What are the top priorities?*  *What short-term wins can you deliver to demonstrate success? How will you publicly reward people for generating these wins?* |

**Creating a sense of urgency**

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| *Do others see the need for change and the importance of acting now? If not, how will you help them to see the need for speed? (Tips: Maybe this will require you spending time with them to understand why their priorities are different.)*  *How will you create a sense of urgency?* |

**Building a ‘change team’**

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| *Do you need to assemble a band of ‘change catalysts’ / influencers across the business with enough power, influence and energy to help deliver the change?*  *If so, what skills / roles / people do you need in this team?* |

**Communications**

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| *How do you plan to listen and communicate to everyone about this initiative in a way that garners support and aids success?* |

**Stakeholders**

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| *Who are the stakeholders critical to your success?*  *Are they currently for, neutral or against the change? Why?*  *How will they be affected by this enabler?*  *What must you do to get and keep them onside?* |

**Project Structure, Process and Governance**

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| *What project structures do you need to deliver? (Project manager, steering committee, working group, …?)*  *Schedule / timeline*  *NB: Remember:*   * *Accountabilities, responsibilities and decision-making processes must be clear* * *The project structure / governance must be aligned to the culture and appropriate for the size and importance of the initiative* * *Build in formal pauses for reflection* |

**Sustaining the change**

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| *How do you plan to embed and sustain the change?*  *How will you celebrate success and incentivise the new behaviours required for long-term success?* |