



M-Level Systems: M-Guide Reach New Levels

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Save Time and Money by Linking Results to Change...

Time, money, and other valuable resources are invested in departmental change efforts so why not maximize your potential results up front?

Change initiatives are expected to improve business results, so why do many of these efforts fail to produce the outcomes they were meant to create?

One of the biggest reasons is because of what I refer to as linking blindness. Linking blindness is when business leaders and owners mistakenly ignore the overall impact of change on the organization.

For instance, your business is a hub with lots of arteries. Even the smallest of firms have sales, marketing, and customer service as areas of responsibility that are linked through coordination or shared knowledge and resources. A shift or change in one area can greatly impact the work or outcomes of another.

Does change on a departmental level really mean results for your organization as a whole? Those who cannot answer this question may not be planning for change by considering how each department's work is connected or the differences between each department or location.

Instead they risk:

- * Employee resistance
- * Low morale
- * Low productivity
- * Wasted time and money

Departmental gains can be transformed into broader organizational benefits if you link them in regard to the changes you want to make.

Use the following recommendations as a checklist the next time you take on a change initiative so you can prepare for obstacles and maximize results:

- 1. Create multiple pathways to change** throughout your organization. Find out how these changes are connected across the organization.
- 2. Map out the connections** between departments or areas of your business. What are the implications? For example, how will training or a new reward system in sales affect marketing outcomes? How can you maximize its effect?
- 3. Raise awareness** about the change on an organizational level to create a shared culture that will help with coordination efforts between departments.
- 4. Appoint a transition team** to relay obstacles encountered and resources or support needed.
- 5. Share new and existing knowledge** between departments or locations as it is connected to the results you're after.
- 6.** First, temporarily reward your people to **ignite change efforts**; next shift the rewards to **reinforce the change**.
- 7. Measure results** by developing a realistic time lag between change and observable results on multiple organizational levels. Pay close attention when performance metrics differ departmentally to make sure the way you measure results is fair and within your people's control.

What can you do to make a difference right now?

Take these suggestions and discuss them in your next meeting so everyone on your team will share a mindset for approaching change.

If someone else in the organization is heading up a change effort, share this information with them.

What can you do if you're currently involved in a change initiative?

Take the step above, then put the checklist in place so you can maximize your results to the fullest.

Cheers!

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Diana Keith, owner of M-Level Systems Consulting, has been helping to create high performance organizations and teams for eighteen years. See her website www.mlevelsystems.com for valuable resources, and programs to get better business results through your people. Get a free copy of her Strategy Guide to create your strategy for success.