

MCUL & Affiliates | 2016 Annual Convention and Exposition



CHANGE MANAGEMENT Go Beyond the WHAT and Communicate the WHY!

Presented by Sean McDonald

Saturday, June 11, 2016 | 1:30 p.m.

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Today's Goals

- Discuss the reasons for change
- How to determine if change is necessary
- The **4 STEPS**
- Share some BEST PRACTICES
- The FINAL CHARGE

**“The moment we fail to
change is when we begin
to die.”**

WHY Change At All?

- The marketplace demands it
- Consumer habits have changed – more sophisticated than ever
- Competition
- A basic means of survival
- Because you have to

WHY IS CHANGE SO HARD?

- It's a “comfort thing”
- Humans are designed to evolve and change as the environment demands BUT most of this is done unconsciously.
- It's only when we start to consciously resist that the problems arise. Our “flee or fight” instinct comes into play.
- So how do we introduce change in a **non-threatening** way?

THE 4 STEPS

Drum Roll.....

- Communicate
- Encourage
- Manage
- Revise

Communicate

- Remains the biggest single issue that is heard
- Set up a “communication tree” – sounds weird but IT WORKS!
- Answer questions – don’t ignore!
- Be clear – a “Memorandum of Understanding” of sorts

Encourage

- Root FOR your employees
- Identify your best “change agents” and let them lead
- It’s about support too. Senior Team must be “on board” – ALL THE TIME
- Motivate

Manage

- Update, update, update
- They have to KNOW it's making a difference!
- ACCOUNTABILITY is key!!
- Don't hide – stay out in front

Revise

- Be flexible
- Don't be INSANE
- Take the pulse
- Act quickly and decisively
- REPEAT Steps 1, 2, & 3

BEST Practices

- **Goodbye Paper Statements** – Explain but **don't coddle!**
- Same idea with **newsletters**
- **Cross-Selling** – On the bus or off the bus?
- **Leadership Development** – if you want them to coach and inspire, **teach them how!**
- **Loans** – stop hoping. Go out and get them!
- Same idea with **membership**

Seems Simple, right?
Then WHY don't we
just do it?

FINAL CHARGE.....

“Carpe diem!!”

Thank You!

Sean McDonald

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