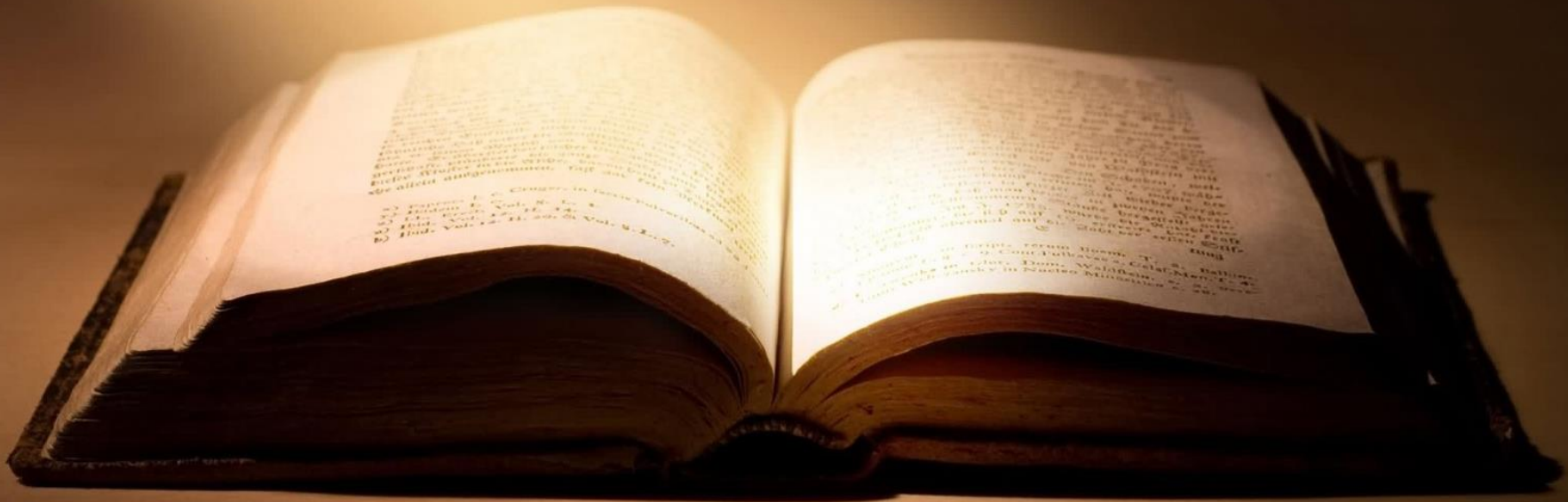


# Kelly Odell

## The Gospel of Change

Closing the gap between knowing and doing!




# The Golden Rule of organizational change

Forget it!

# Ten Commandments of Change

If you feel you must drive change in your organization despite the Golden Rule, then follow the Ten Commandments of Change



A scroll of aged, yellowish-brown parchment is shown, partially unrolled. The text "I Change is inevitable" is written in a simple, black, sans-serif font in the center of the unrolled portion. The parchment has a textured, slightly mottled appearance with some faint stains and a small tear near the top center. The scroll is set against a plain white background.

I  
Change is inevitable

A scroll of aged, yellowish-brown paper with the text "II Be open minded" written on it. The scroll is partially unrolled, showing the texture and color of the paper. The text is centered on the scroll.

## II

Be open minded

# III

Change can be sorted  
into three main  
categories

- Changes we initiate ourselves
- Changes we have not initiated ourselves but over which we have significant influence
- Changes we have neither initiated nor have much control over





# IV

Focus on the human side  
of change

What about **motivation**?

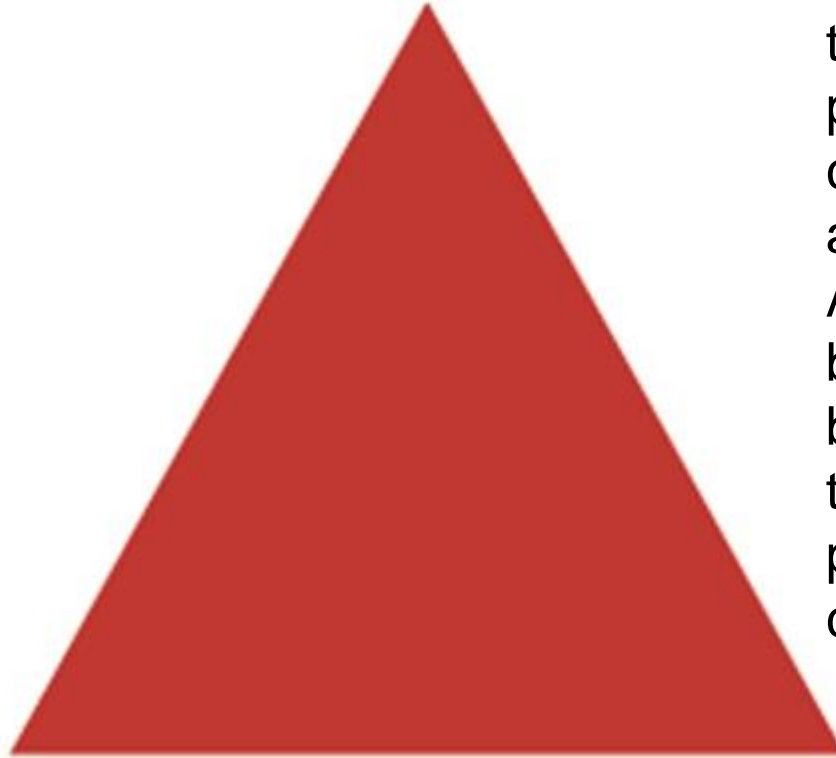
Change requires new  
behaviour not just new  
actions!

*“It is easier not to smoke  
than it is to stop wanting  
to smoke”*



# Motivaton: The building blocks

**Competence**



Change initiatives often threaten the individual's perception of competence, autonomy, and relatedness.

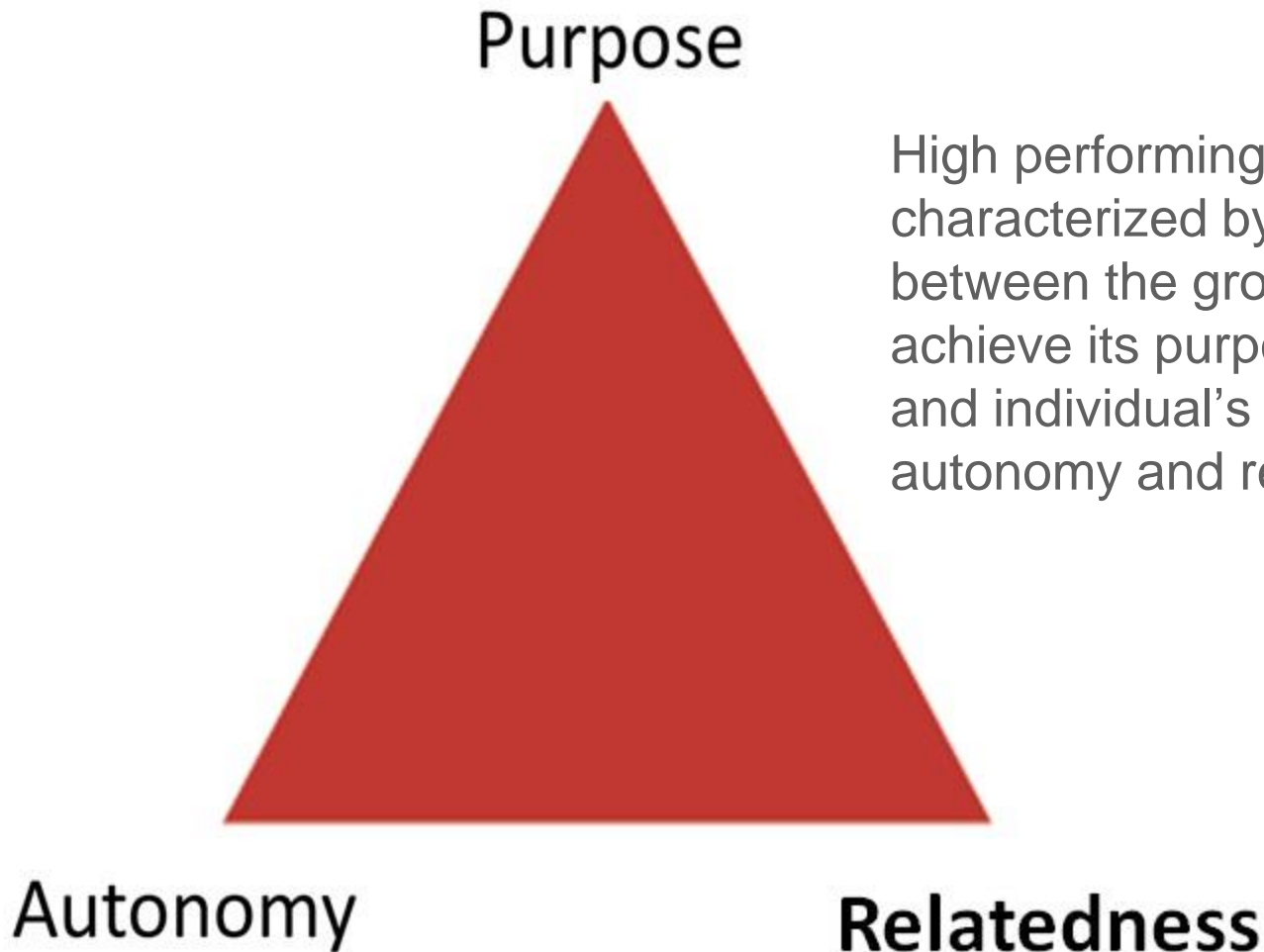
Addressing the building blocks of motivation before, during, and after the change will minimize psychological opposition change.

**Autonomy**

**Relatedness**

*Why We Do What We Do*  
Edward Deci och Richard Flaste

# High performing teams



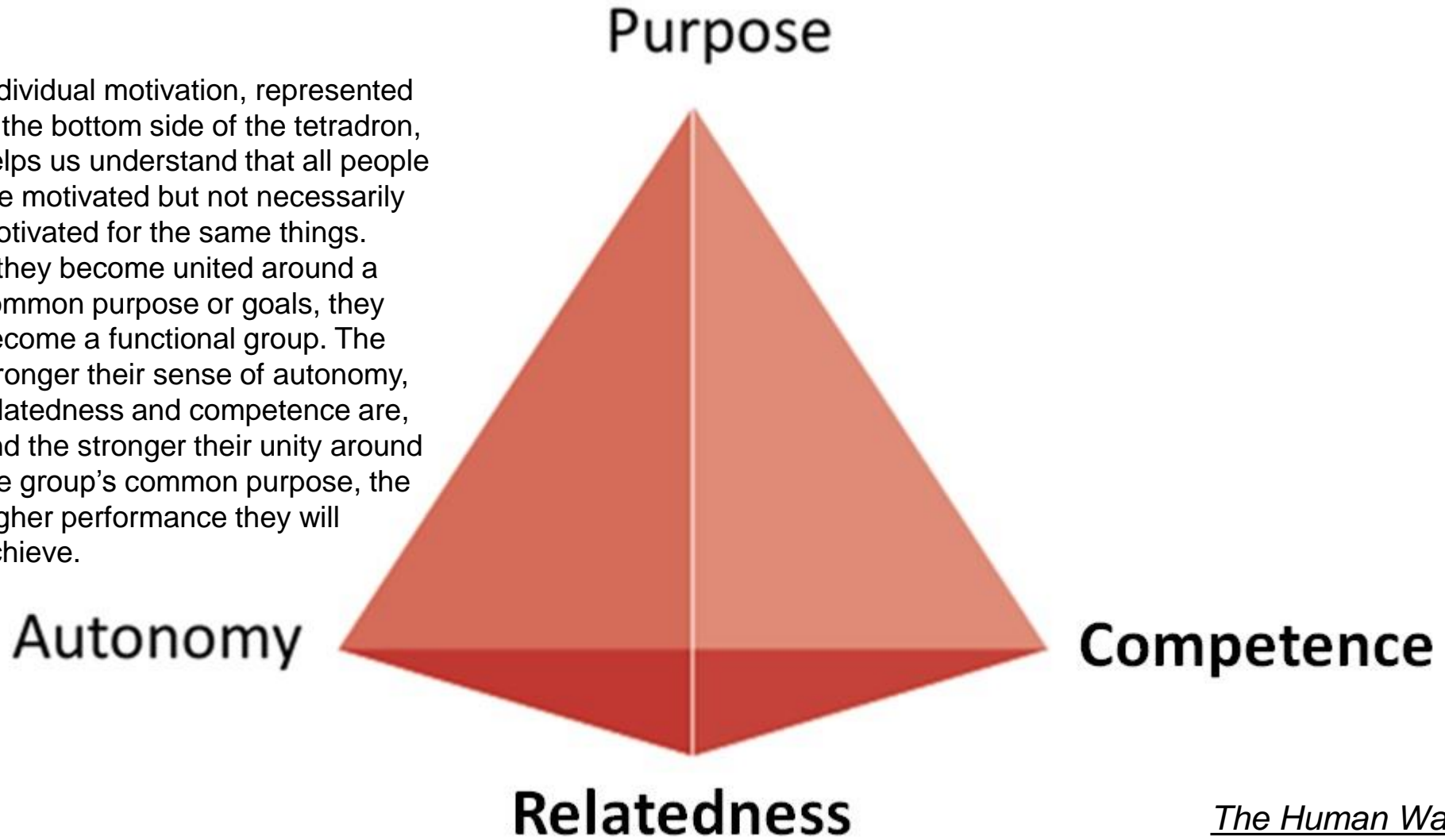
High performing teams are characterized by balance between the group's need to achieve its purpose or goals and individual's need for autonomy and relatedness.

Arbetsgrupper med utvecklings- och förändringsuppdrag

Sven Kylén

# Motivation and group performance

Individual motivation, represented in the bottom side of the tetradron, helps us understand that all people are motivated but not necessarily motivated for the same things. If they become united around a common purpose or goals, they become a functional group. The stronger their sense of autonomy, relatedness and competence are, and the stronger their unity around the group's common purpose, the higher performance they will achieve.



*The Human Way*  
Kelly Odell

A scroll of aged, yellowish-brown parchment is shown, partially unrolled from the right side. The parchment has a textured, slightly mottled appearance with some faint, illegible markings near the top center. The text 'V Steer your fate' is written in a simple, black, sans-serif font in the center of the scroll.

V

Steer your fate

We may not always be able to influence change but we can steer how change affects our lives through our attitudes and actions.

### **Three fundamental strategies**

1. Accept things as they are
2. Change the environment
3. Change environments



# VI

Never initiate change simply  
for the sake of change



Change should only be made when absolutely necessary and with a true ambition towards making things better.



A scroll of aged, yellowish-brown parchment is shown, partially unrolled. The parchment has a textured, slightly mottled appearance with some faint, illegible markings near the top center. The text 'VII' is written in a large, black, serif font, and 'Be curious' is written below it in a smaller, black, sans-serif font. The scroll is set against a plain white background.

VII

Be curious

**Where am I now**

Its ok to be satisfied where you are!

**Where do I  
want to be?**

You don't have to change anything!

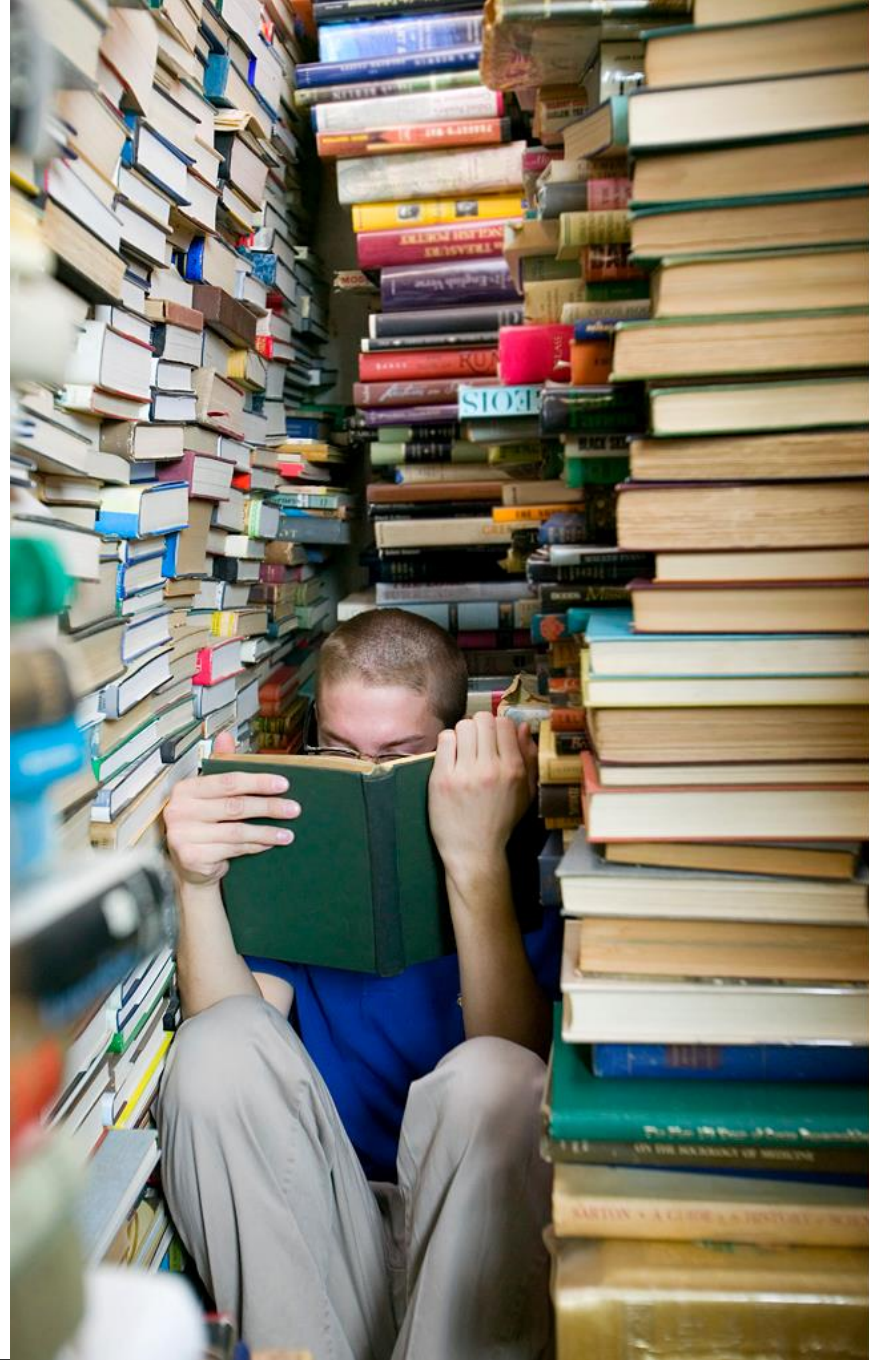
**How do I get there?**

Go back and think through the first two points before you create your plan of action.

# VIII

Base decisions on facts

Intuition is better than no information at all, but facts are always best.



A scroll of aged parchment with a warm, yellowish-brown hue. The parchment shows signs of wear, including some faint smudges and a small tear near the top center. The scroll is partially unrolled, with the right edge showing the thickness of the paper. The text 'IX' is written in a large, black, serif font, and 'Be courageous' is written below it in a smaller, black, sans-serif font.

IX

Be courageous

Don't worry if you aren't successful the first time. Change is difficult and it is never too late to try again.




A scroll of aged parchment with a warm, yellowish-brown hue. The parchment shows signs of wear, including some faint stains and a small tear near the top center. The scroll is partially unrolled, with the right edge showing the thickness of the paper. The text 'X Be resilient' is written in a simple, black, sans-serif font in the center of the scroll.

X

Be resilient



A silhouette of a person hanging from a rope against a bright, glowing sunset or sunrise over the ocean. The person is positioned in the upper right quadrant, with their arms raised and hands gripping the rope. The background is a vibrant gradient of yellow, orange, and red, with the sun low on the horizon. The ocean waves are visible in the foreground, and the sky is dark above the horizon line.

Those who succeed are  
not the ones who never  
fail, they are the ones  
who never give up.

# The Paradox of Change

The result of change can be difficult to foresee. Sometimes those changes that appear to be most negative for us short-term create the most benefit long-term. And those changes that appear to be best may not necessarily be best in the long-term.



Thank you!

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