



# Change Management "Light"

5-Step Checklist for Change Management During COVID-19

## STEP 1:

### Identify Stakeholders

Identify your internal and external stakeholder groups affected by the changing dynamic.



## STEP 2:

### Empathize

Use empathy to understand and define how each group's world is changing.



## STEP 3:

### Strategize

Develop a strategy and tangible plan for how you will engage each group and lead them through the change:

- frequent engagement/comm
- go beyond email
- virtual town halls
- 1:1 checkpoints



## STEP 4:

### Execute

Execute against the plan you've developed accentuating the "why"

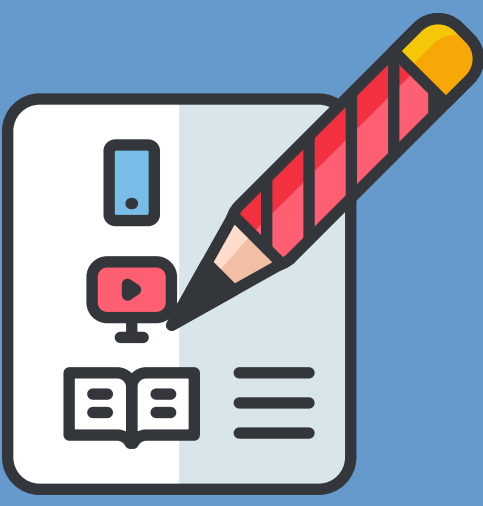
- Why is this important?
- Why will these measures benefit the individuals going through the change?



## STEP 5:

### Reinforce

Reinforce the strategy all levels of the organization and practice what you preach. Lead by example during a time of crisis – make sure you are remembered for stepping up to the plate when you're needed most.



## Before You Go

As you continue to transition and support your organization to a more remote work environment, keep in mind this is a significant change for them and their work dynamic, even if their roles on paper don't change.

**Full Article: Change Management "Light" for Today's New Normal**

Source: <https://www.mssbta.com/change-management-light-for-todays-new-normal/>

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