IP BEST PRACTICES

Change Narrative (WHY)

A best practice shared by InspiringPeople.

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Change Narrative (WHY)

Touch the heart, the head and the wallet of everyone involved, to build a change narrative people actually buy into.

Key steps

Every individual has different reasons to accept that it's time to change, which makes it hard to get buy-in from large audiences. Tell the story as a trilogy: what is the higher purpose of the change (heart), what is the rationale behind it (head), and what are the financial benefits for all stakeholders (wallet) — employees, customers, shareholders and society alike.

Organize a workshop with a cross-sectional group to draft the trilogy, then communicate it and set the change in motion. Keep the emotional message purposeful and memorable, keep the logical message simple and flexible, and be explicit about how the financial KPIs will be measured and by whom.

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