

# LEAN CHANGE AGENT

IT'S NOT ABOUT  
THE CANVAS

IT'S ABOUT THE  
CONVERSATIONS



LEARN HOW TO DEVELOP YOUR OWN APPROACH  
FOR MANAGING CHANGE

# ABOUT THE WORKSHOP



This 2-day workshop is designed to help you discover *modern* practices for introducing, and managing change in your organization.

We'll Explore 5 Topics over 2-days:

- Lean Change Management **Cycle**
- How **People** Experience Change
- How to Create **Alignment** for Change
- How to Design Change **Experiments**
- How to **Architect** your own change framework

YOU'LL WORK ON  
REAL PROBLEMS  
WITH YOUR PEERS

# WHO IT'S FOR

## AGILE COACHES...

who want to learn the secrets of organizational change management which will help you facilitate Agile Transformation in a way that makes sense to today's leaders.

## CHANGE MANAGERS...

who know plenty of change methods and techniques, and are looking for modern ideas designed to work with today's rapid pace of change.

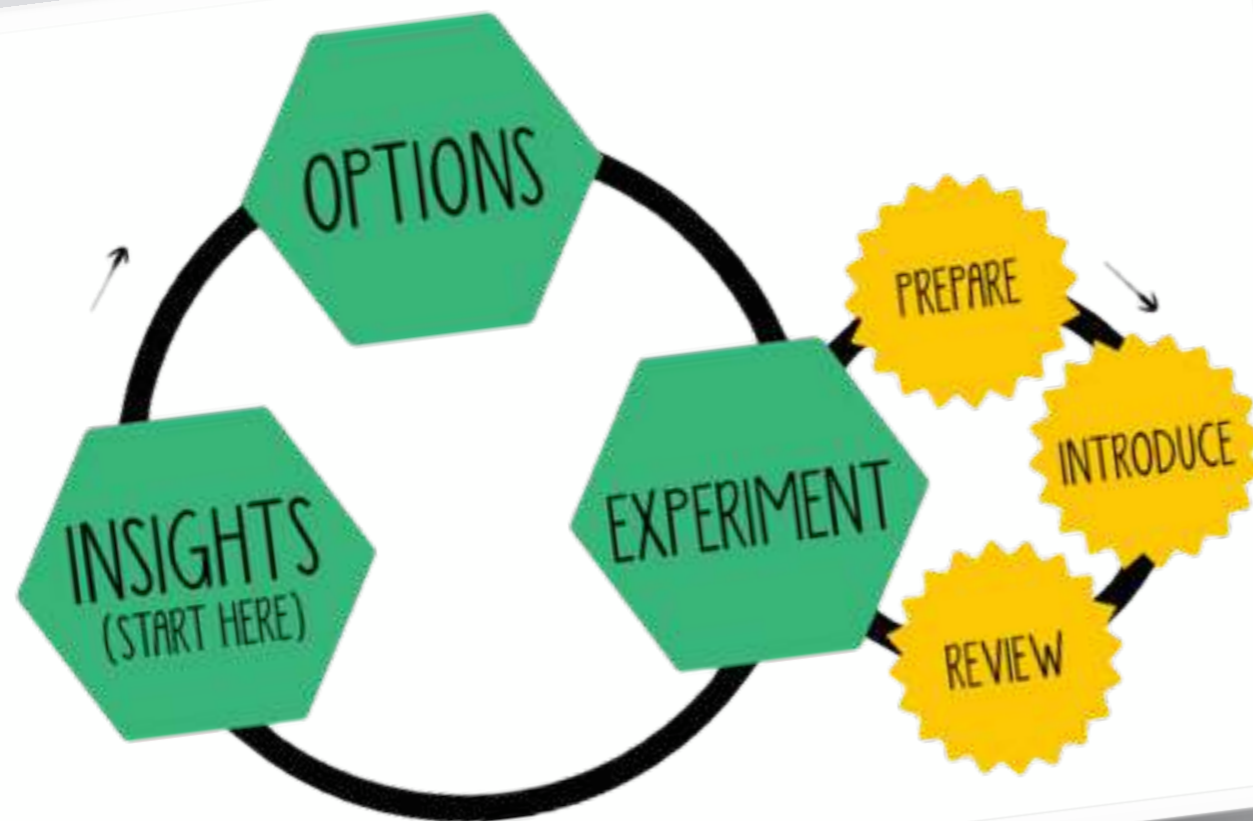
## MANAGERS AND LEADERS...

who are in it for the long-haul, but feel stuck with how to influence change. You'll learn how to best facilitate change by learning ideas from many disciplines.

## SCRUM MASTERS...

who want to take their skills to the next level and into the organizational layer. You'll learn how to manage impediments beyond the team.

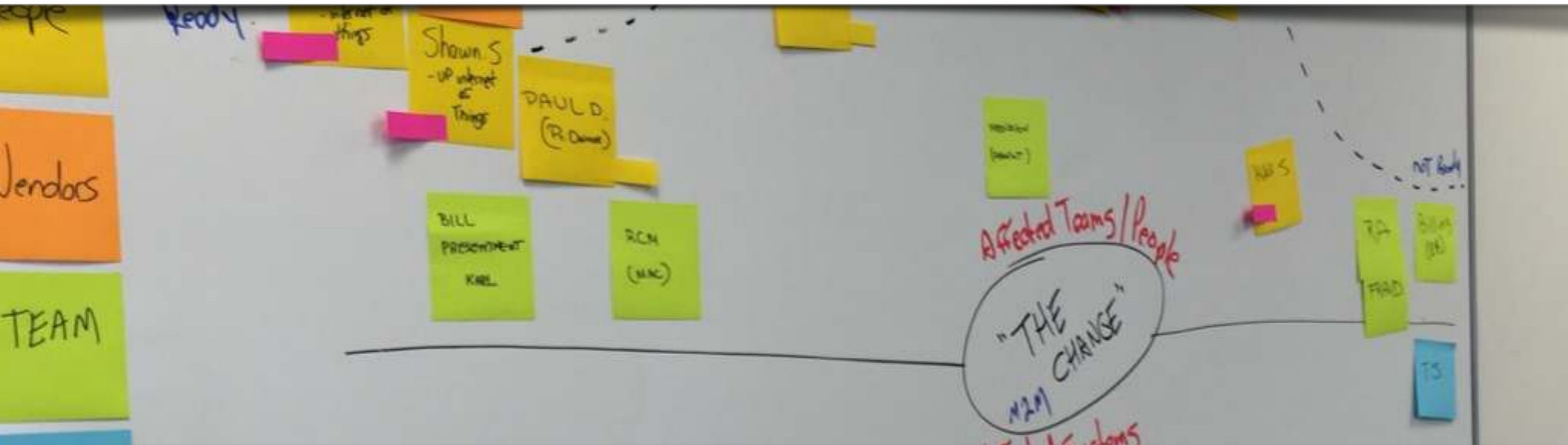
# CYCLE PEOPLE ALIGNMENT EXPERIMENTS ARCHITECT



- How it's *different* than other approaches to change
- Why *feedback-driven* models are more effective
- *Learnings* from decades of change management
- How to apply *Lean Startup* thinking to change

WE'LL USE THE MODEL TO RUN THE COURSE

# CYCLE PEOPLE ALIGNMENT EXPERIMENTS ARCHITECT



- Understand *change resistance* and how to stop focusing on it
- Learn how to create a movement by focusing on *innovators*
- Explore *observable dynamics* when introducing change in groups
- Create *self-awareness* to help you recognize your own blind-spots

*“Found new inspiration for facilitating change”*

- Hamburg, December 2014

# CYCLE PEOPLE ALIGNMENT EXPERIMENTS ARCHITECT

## EXPLORE

Explore *who, and what*, is affected *before* implementing the change

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## CREATE

Learn, explore and *create* light-weight change tools with your peers

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## VISUALIZE

Learn how to *visualize* your change in order to create alignment

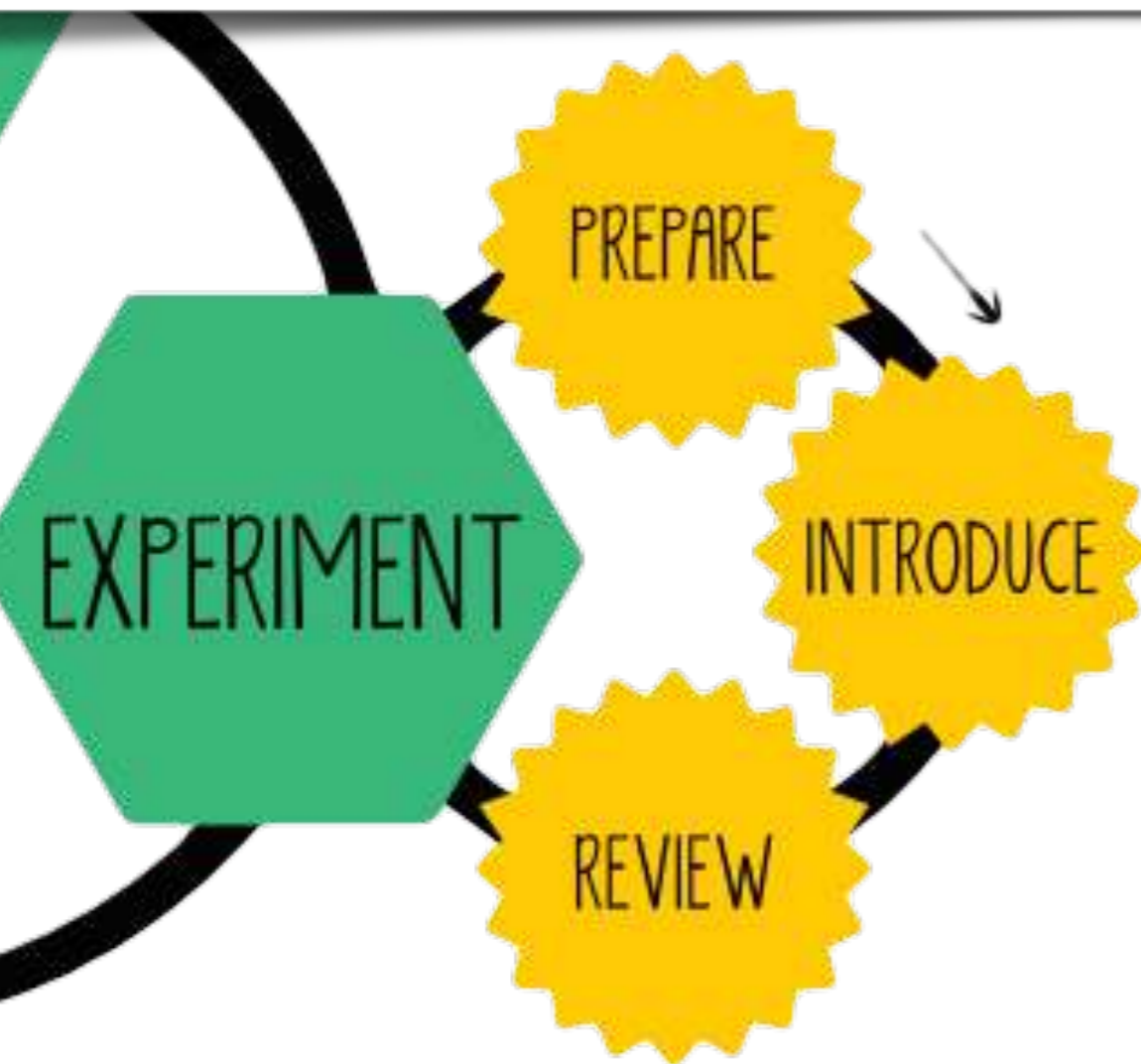
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*“It’s all about ‘em people things! Emotion. Physical. Meaning”*

*- Hamburg, December 2014*

# CYCLE PEOPLE ALIGNMENT EXPERIMENTS ARCHITECT



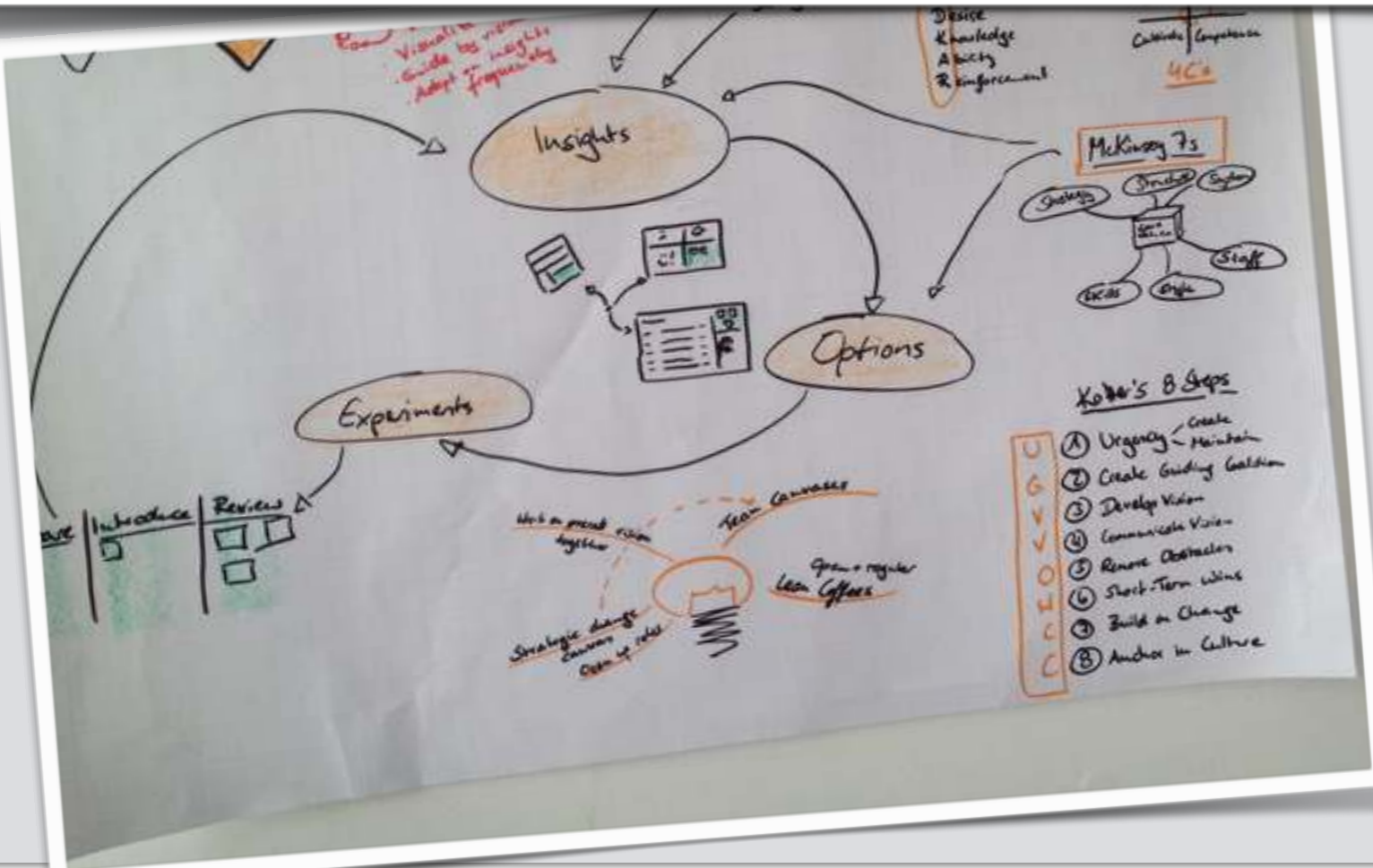
Prepare, classify and create *hypotheses* for your Experiments

*Validate* the Experiment with the people affected by the change

*Measure* the outcome of the change with qualitative and quantitative measures

LEARN HOW TO THINK OF CHANGE AS SMALL, TIME-BOUND EXPERIMENTS

# CYCLE PEOPLE ALIGNMENT EXPERIMENTS ARCHITECT



- There are *over 40* change management frameworks/methods and models
- *Build your own* using ideas from many models and disciplines
- *Incorporate* Lean Startup, Agile/Lean, Change Management and Organizational Development

BUILD YOUR OWN CHANGE FRAMEWORK TO SUIT YOUR NEEDS...

...AND KNOW WHEN A DIFFERENT APPROACH IS NEEDED!



# WHAT OTHER ATTENDEES LEARNED

THE CONTRIBUTION  
FROM ALL  
PARTICIPANTS

LEARNED

idea of  
experiments

Einfach gelöst.

Feedback is  
King  
⇒ go get it!

Einfach gelöst.

it-agile

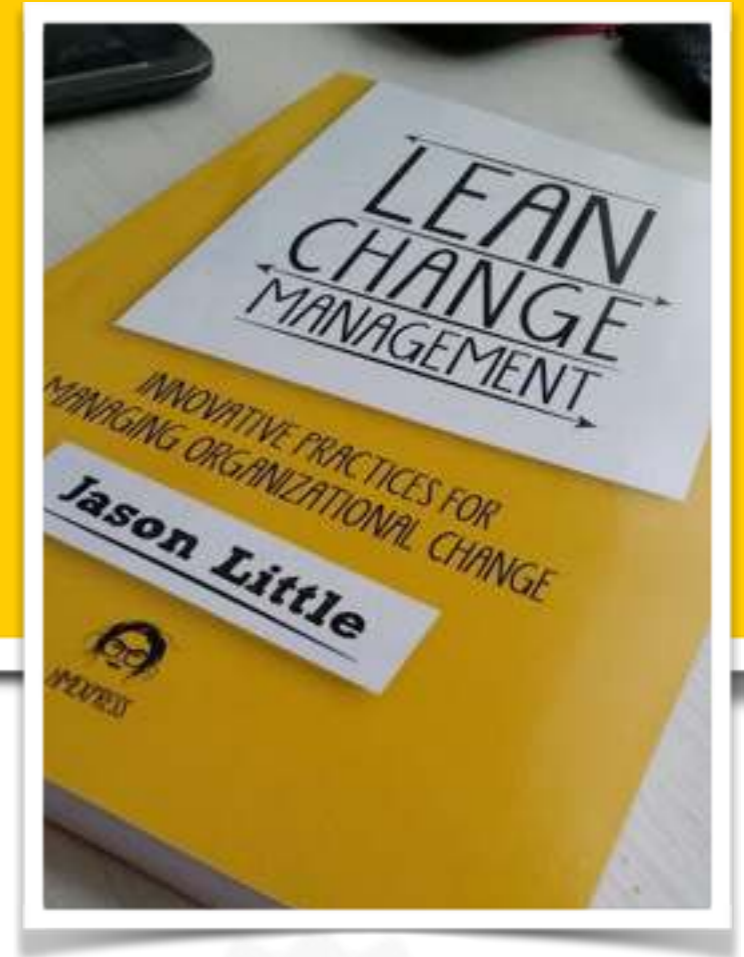
NEW TOOLS  
TO GENERATE  
OPTIONS

LEARNED

Einfach gelöst.

it-agile

# WHAT YOU'LL GET



## CONTENT

- Free copy of Lean Change Management
- Discount on video tutorials, templates and interviews

## CONNECTIONS

- Access to a private Slack after the course
- Ability to become a licensed facilitator
- Access to a regular online hangouts with other attendees

## FACILITATORS

- Design and run your own courses
- Get access to new ideas and content before anyone else

# BUT WAIT!!

SOME MAY BE THINKING...COOL! I'M IN!

BUT OTHERS NEED MORE DETAIL!

In this workshop, you'll learn how to facilitate change, given these dynamics

## DAY 1

Introductions and understanding  
why change is hard  
Explore yourself and the people-  
aspect of change  
Explore the Lean Change  
Management Cycle

## DAY 2

Using tools and techniques to  
create alignment  
Designing Change Experiments  
Building your framework  
Open Mic night!

<http://agileexperts.at/leanchange>