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Communicating Change

Leading for
Transformation

June 13, 2019

Meridian, MS

- The “document” is different from the “doing”
- CSI plans are about improving outcomes for students
- Strategic planning is a crucial first step, but managing sustainable change is a marathon

Turnaround Leadership – Prioritize improvement and communicate its urgency”

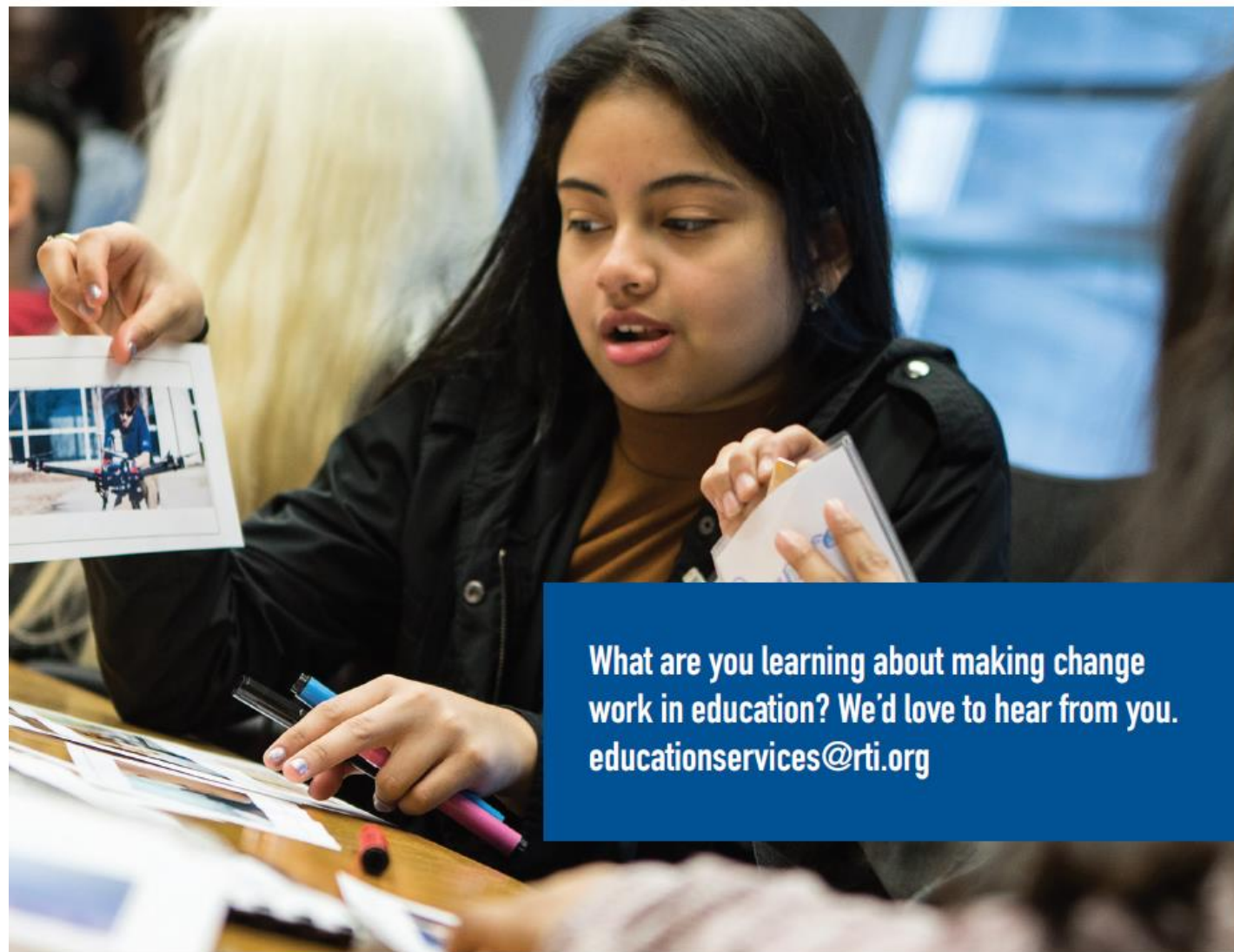


Managing Change in Education

MANAGING CHANGE IN EDUCATION

PRACTICAL STRATEGIES TO IMPROVE
CHANGE OUTCOMES IN K-12

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What are you learning about making change work in education? We'd love to hear from you.
educationservices@rti.org

Objectives



- **To reflect** upon individual experiences with change and use those...
- **To communicate** change to stakeholders from a position of empathy and intentionality

Purpose: To address our fears and concerns around change and change management; to surface a common set of challenges experienced by leaders

Remember a time when you were asked to **participate** in a change that went poorly.



- Why wasn't the change successful?
- What did it **feel like, look like, & sound like** while the change was underway?

Remember a time when you **led** a change that went poorly.



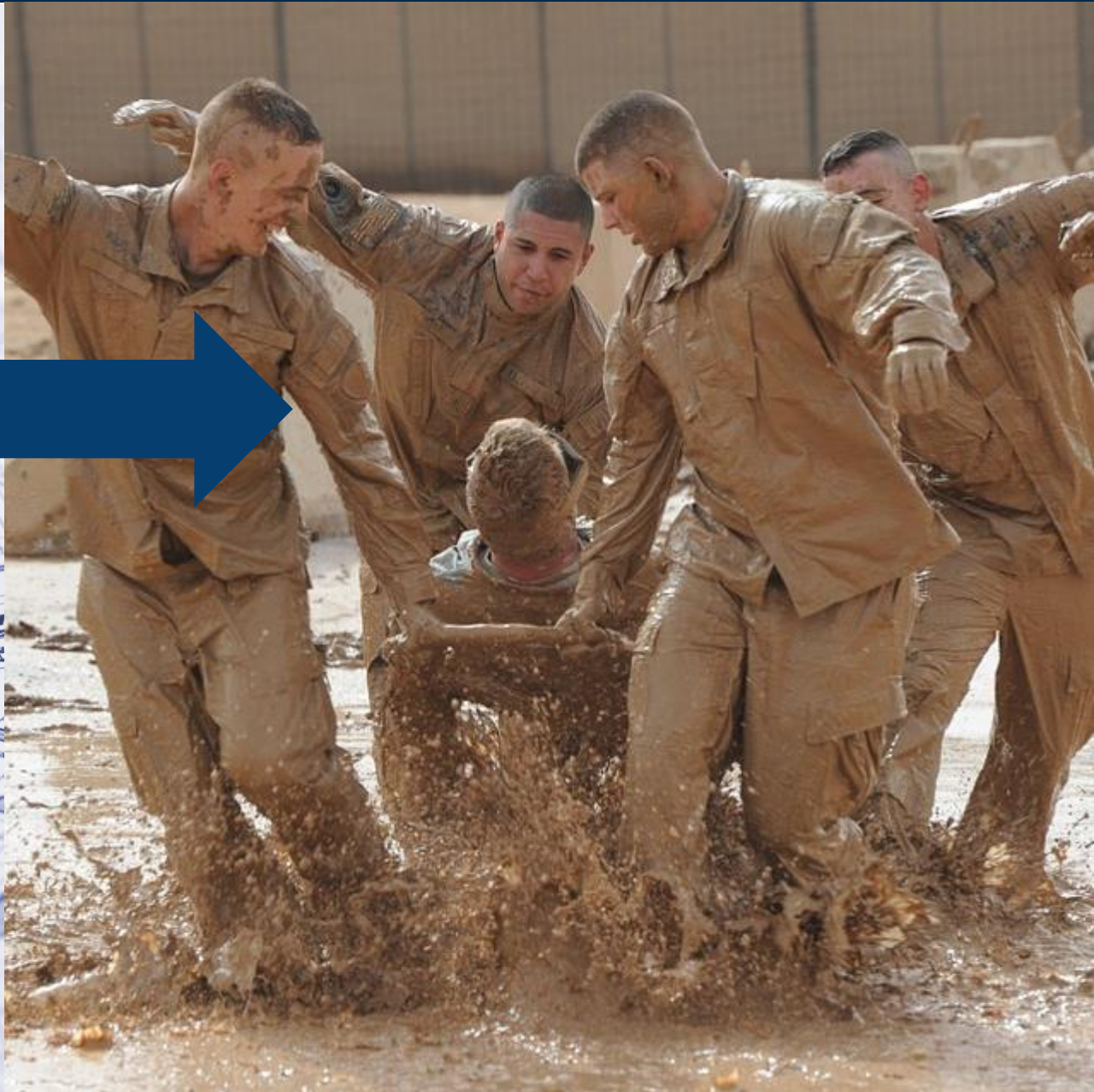
- Why wasn't the change successful?
- What did it **feel like, look like, & sound like** while the change was underway?

- With a partner (5 minutes), share one or both change nightmares.
- Focus on **what triggered the negative experience(s)** as the participant and/or as the leader.
- Discuss any insights about **why the change failed.**



Whole group share

- What were some negative experiences as a **participant**? As a **leader**?
- What were some of the reasons change may have failed?



Storyboard Tool | Side 1

What is our **objective**?
[step 1]

Who is our **target audience**?
[step 2]

What is the **call to action**?
What do we want our target audience to do?
[step 3]

Understanding our Audience

[step 4]

What does our audience value?
What matters to them?

What or who influences our audience?

What stressors are faced by our audience?

What motivates our audience?
What gives them energy?

...to get my audience to take this action

Rationale [step 5]

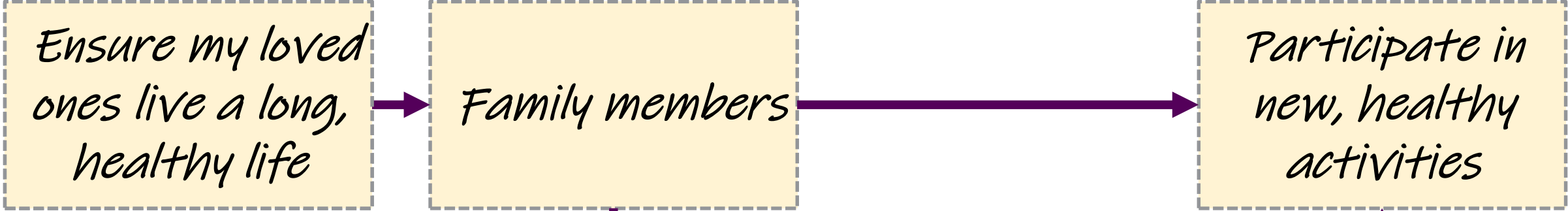
Based on this understanding, I'll focus on these reasons for change...

Primary rationale 1

Primary rationale 2



Storyboard Tool | Side 1 - Example



...to get my audience to take this action

traveling; having fun together	friends; colleagues; research
Money; being over-scheduled	Competition; new adventures; learning

Based on this understanding, I'll focus on these reasons for change...

We can merge new adventures with healthy activities
We can use tools we already have to make it a competition

Storyboard Tool | Side 2

Connect to Why [step 6]

Desired Future [step 7]

Relatable Story [step 8]

Primary rationale 1

Why does the rationale matter?

*What can a **different future** look like?
How will those who are impacted benefit?*

*What is a **relatable story** that exemplifies what 'could be' given the change?*

Primary rationale 2

Why does the rationale matter?

*What can a **different future** look like?
How will those who are impacted benefit?*

*What is a **relatable story** that exemplifies what 'could be' given the change?*

Storyboard Tool | Side 2 - Example

Connect to Why [step 6]

Desired Future [step 7]

Relatable Story [step 8]

We can merge new adventures with healthy activities

Trying new things will keep us from getting bored

We will spend more time together having fun and feeling great

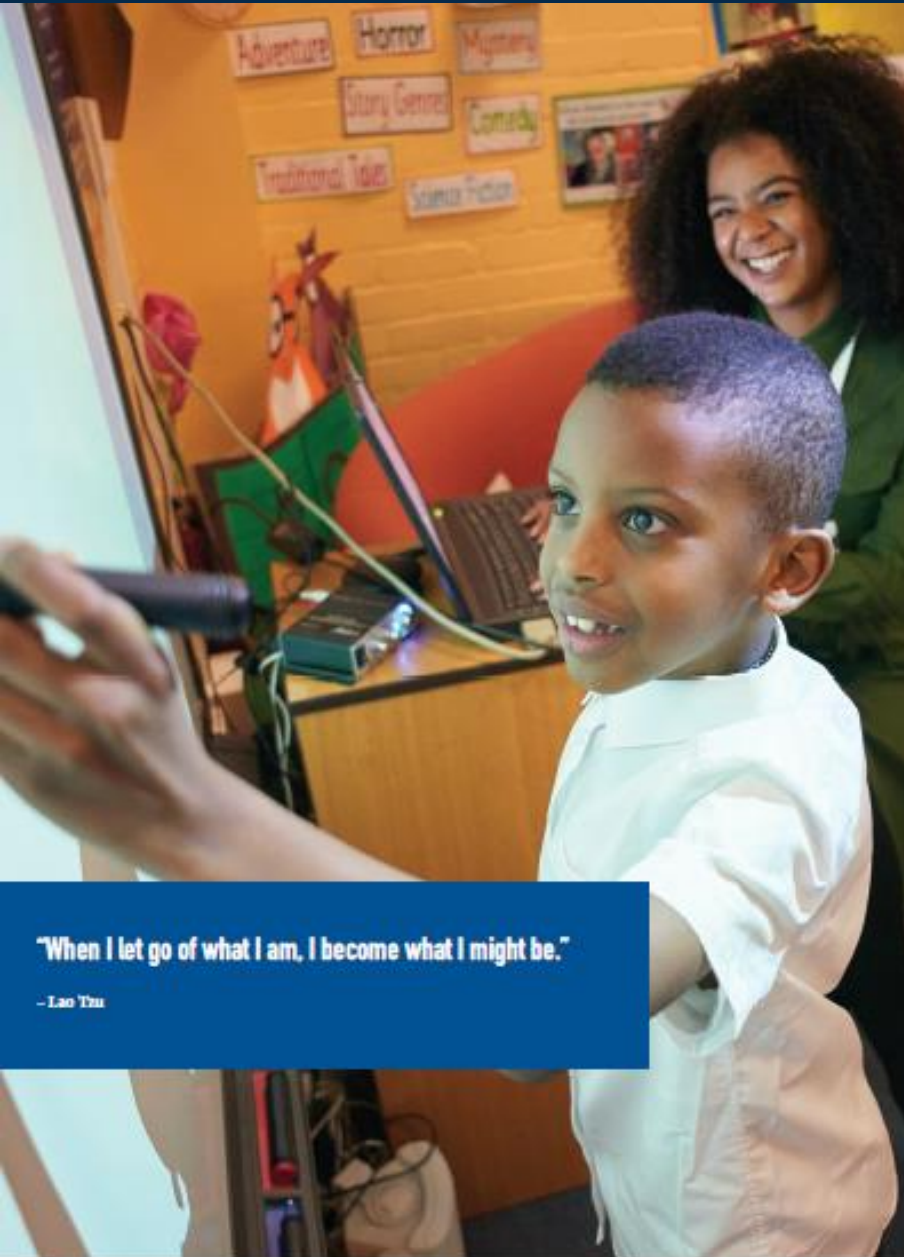
Remember goat yoga?

We can use tools we already have to make it a competition

Tracking our progress won't cost more money

We can set individual goals and compete against ourselves

Determine a prize for winner (like March Madness & CF)



- What did you **hear**?
- What are **common themes**?
- What **action** are you going to take to ensure successful CSI plan implementation?

Please take a photo of your Storyboard and upload it to:

<http://bit.ly/RTIMississippi>

This folder also contains the following resources:

- Storyboard Tool
- Buy-In Strategies Research
- Managing Change in Education white paper
- Form to request additional resources or support from RTI



Thank you!
Please share your feedback
<https://www.surveymonkey.com/r/S8S3H9S>

