



Creating A Mindset for Change and Innovation

Laura Goodrich
Co-Founder GWT Next

For questions and polls during our
Creating a Mindset for Change
conversation.

Join at
slido.com
#E112

When it comes to Creating a Mindset for Change and your attendance today...

What is most important to you?

1. Creating a Mindset for Change for myself.
2. Creating a Mindset for Change for the team.
3. Creating a Mindset for Change for the organization.

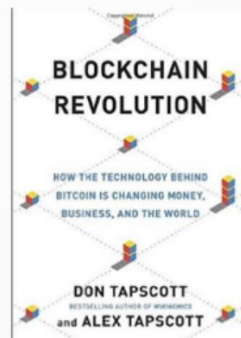
Join at
slido.com
#E112



Do Your Leaders Have a Mindset for Change?

Dynamic and Disruptive change involves dislocation, conflict, confusion, uncertainty. New ways are nearly always received with coolness, even mockery or hostility. Those with vested interests, fight the changes. These shifts demands such a different view of things that established leaders can be the last to be won over, if at all.

Don Tapscott



Creating a Mindset for Change

When it comes to change, most organizations focus on systems, processes and procedures and not Mindset. Few recognize that without a collective Mindset for Change targeted towards leaders and then their employees, their best efforts to change will fail.



So how do we expect our teams or organizations to change if the leaders and people within them don't?

A Mindset for Change and Innovation

This is Urgent
This is Real



It is a time of extraordinary opportunity!

But you must SEE it, to seize it.

***"Face Reality,
provide hope"***

Inge G.Thulin CEO 3M



WHAT Is Getting In the Way of Creating a Mindset for Change?

Accenture Studies: 1 Million Employees

Myth #1: Too much change, too fast, is destructive. According to the data, organizations that have a Mindset for Change, high performing groups actually thrive in a change dynamic environment.

Myth #2: Change causes organizations to go off track. In fact, 85% of groups that run into trouble had major underlying issues before implementing their change program.



Accenture Studies: 1 Million Employees



Myth #3: Performance will dip during early stages of change. For organizations that have a Mindset for Change, high performance groups actually perform better from the start.

Myth #4: People need to completely understand any change before committing to it. With leaders and organizations that have an individual and collective mindset for change, people will embrace change. In essence, they are willing to get in the car, before they know exactly where it's headed.

The Need - The Necessity

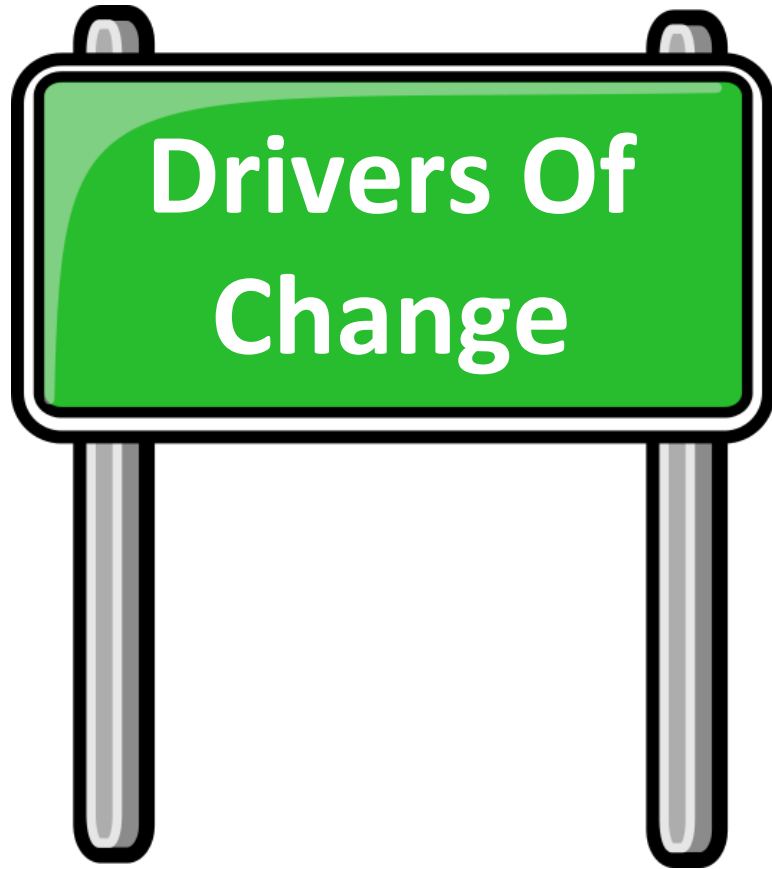
87% of employees state that there is not enough focus on how to more effectively change. IBM 2015

90% of CEOs fear their organization does not have the agility to maneuver the road ahead. Bersin Deloitte 2017

Nearly all Chief Strategy Officers surveyed agree that, in the next five years, disruptive innovation will upend their industries and threaten today's incumbents. It is astonishing then, that only a small number of Chief Strategy Officers— just 20 percent—feel that they are highly prepared for that prospect.

Accenture 2017





- Emerging Technologies
- Global Connectedness
- Demographic Shifts
- Changing Consumer and Employee Expectations

“As these drivers of change collide, they will produce changes so significant that much of the leadership and management intuition that has served us in the past will become **irrelevant.**”

McKinsey Institute





High Beams On Research



WHAT Is Getting In the Way of
Creating a Mindset for
Change?

Mindset

Mindset is a deeply engrained set of **assumptions, methods and beliefs** held by one or more people or groups of people. Since Mindset is typically developed over years of conditioning it has the potential to create powerful incentives for people to accept those assumptions, methods and beliefs.





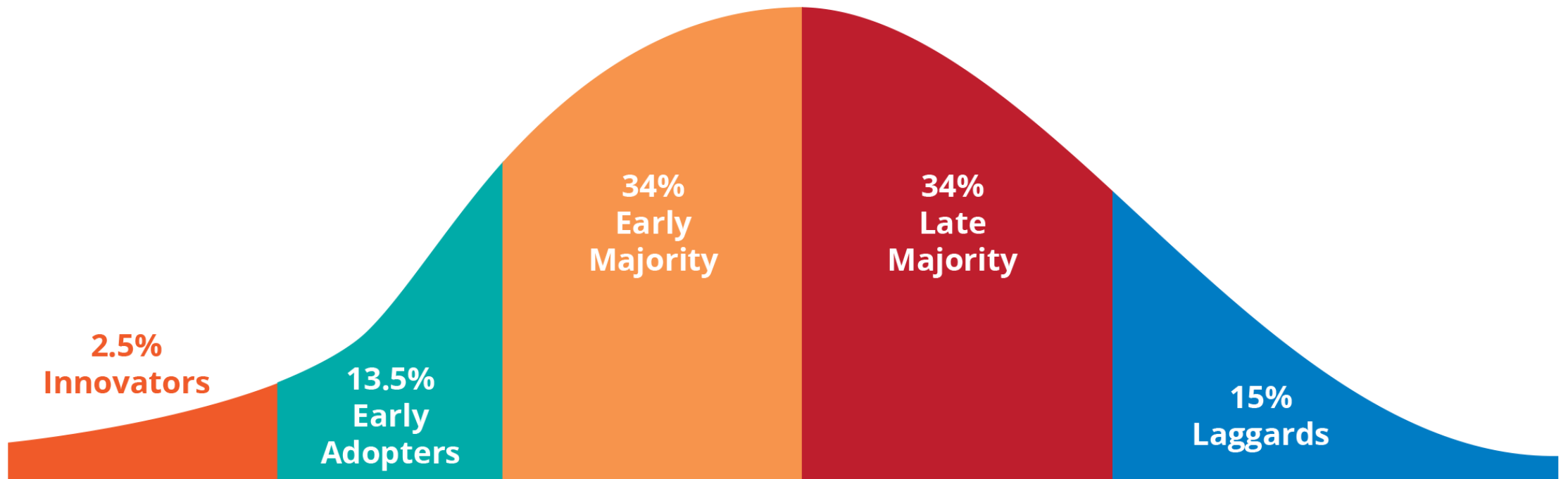
WHAT Is Getting In the Way of Creating a Mindset for Change?

1. Myths about Change
2. Current Mindset –
Assumptions, Methods & Beliefs.



WHAT Is Getting In the Way of
Creating a Mindset for
Change?

Diffusion of Innovation



The Future is Here. It's just not equally distributed.

-Gibson





WHAT Is Getting In the Way of Creating a Mindset for Change?

1. Myths about Change
2. Current Mindset – Assumptions, Methods & Beliefs.
3. Late Majority and Laggards



WHAT Is Getting In the Way of Creating a Mindset for Change?

Fear based thinking

- Upwards of 70% of thoughts are unconsciously focused on fear and those things we don't want
- This unconscious focus is literally paralyzing organizations

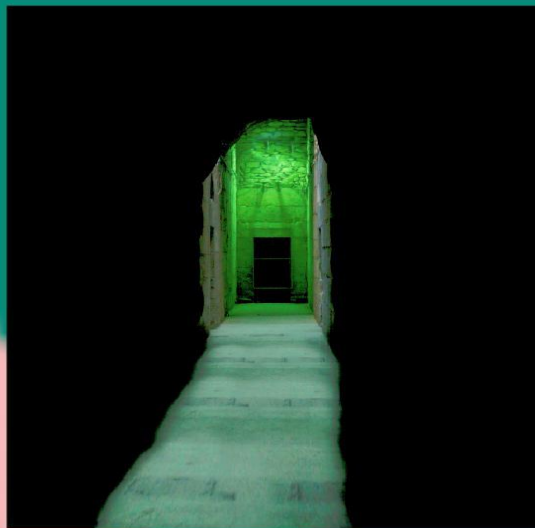
You get more of whatever you focus on.

Laura Goodrich









Social conditioning

Real life experiences

We fear what we don't understand



WHAT Is Getting In the Way of Creating a Mindset for Change?

1. The unconscious focus on fear
2. Myths about Change
3. The Current Mindset - Tired Assumptions, methods or beliefs
4. Late Majority and Laggards - Those critical of and late to adopt new technologies and innovation

Join at
slido.com
#E112

We live and lead in a time of unprecedented change where a new product or innovation can drop into the marketplace and change the road overnight.

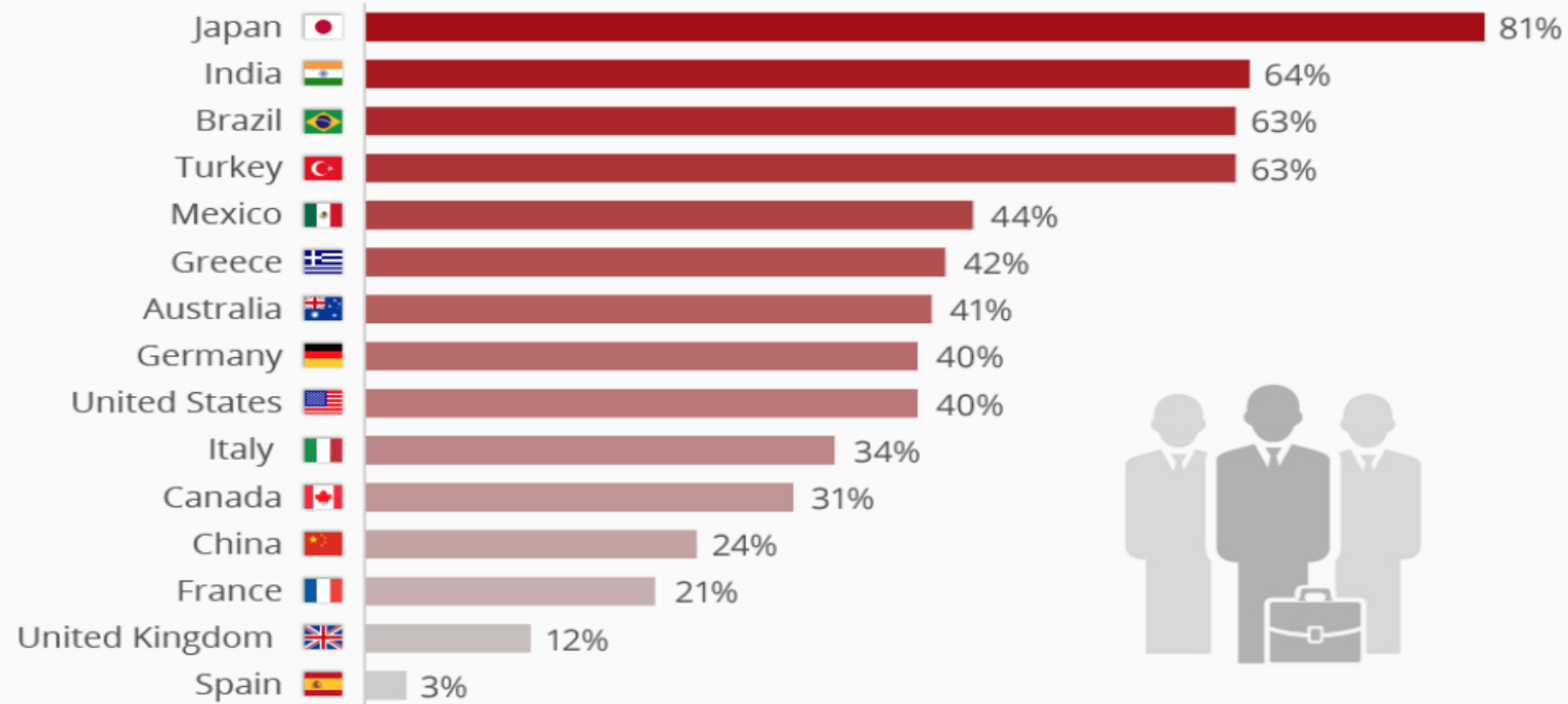
Laura Goodrich



Talent and Skills Crisis on the Horizon

The Countries Facing The Greatest Skill Shortages

Skills shortage as a % of firms with 10 or more employees in selected countries*



* 2014

Source: Manpower Talent Shortage Survey via OECD

Forbes statista




Still, the transition to jobs of the future is “actually quite painful,” as permanently displaced skills and workers automated out of their jobs don’t have an easy time committing to learning new skills and migrating into new employment and opportunities.

This is why we do what we do.

GWT Next - “Dedicated to help you and your organization manage change and be ready for the future of work.”





87% of employees believe there is not enough focus on how to effectively change?

IBM 2015

90% of CEOs believe their organizations do not have the agility to maneuver the road ahead.

(Bersin-Deloitte International Global CEO Survey 2016)

Why now?

When it becomes more difficult to suffer than to change...you will change.

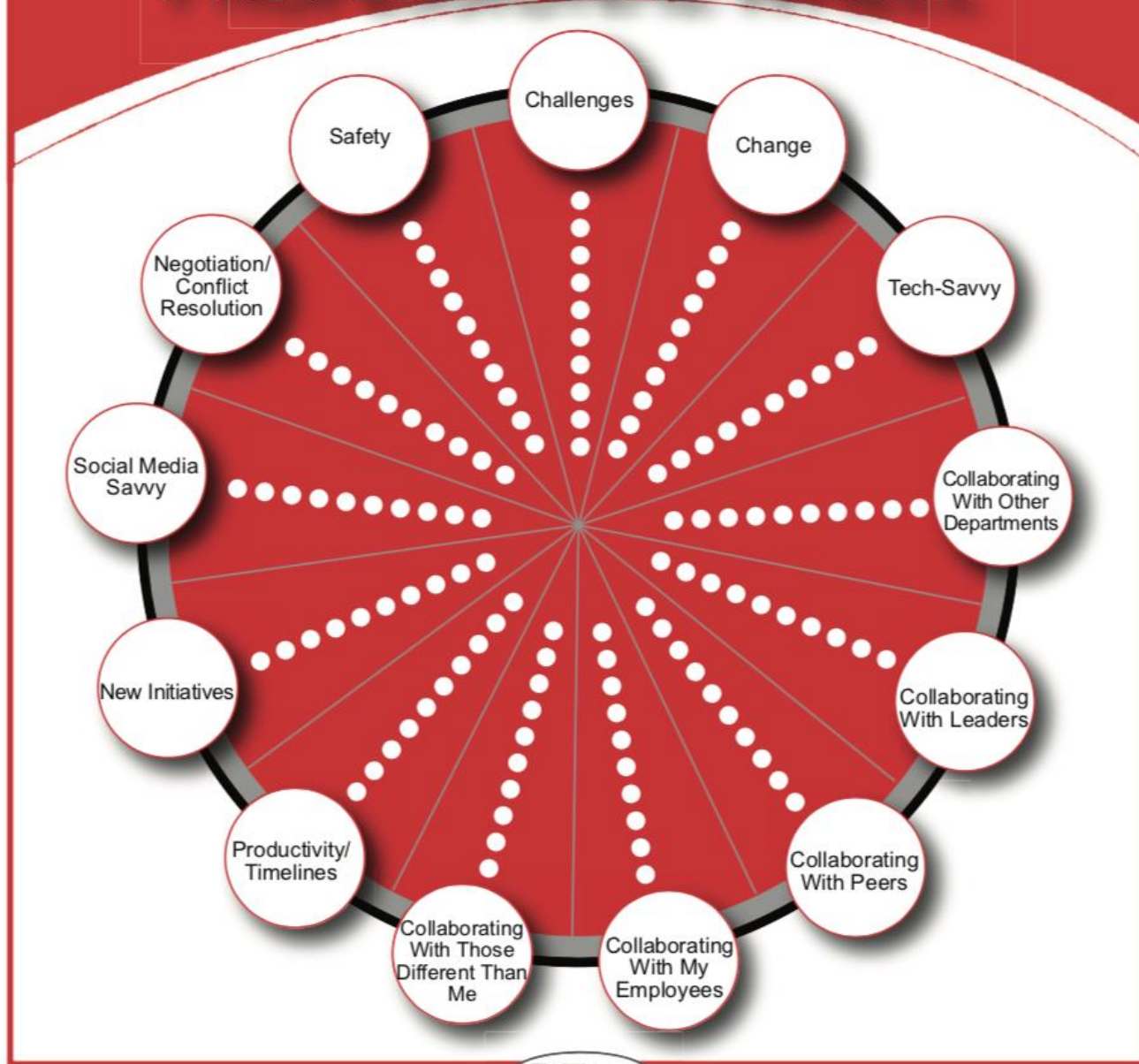
Robert Anthony

Creating a Mindset for Change and Innovation

- Urgency
- Awareness, understanding and commitment
- Accountability
- Spaced learning, reminders, and reinforcement of the value of Creating a Mindset for Change



PROFESSIONAL WHEEL



Select the top two Creating a Mindset for Change competencies for your team or organization to be **effective** going forward.

- Challenges
- Change
- Tech-Savvy
- Collaborating with other departments
- Collaborating with leaders
- Collaborating with peers
- Collaborating with people different than myself
- Productivity/Timelines
- New Initiatives
- Social Media (to attract employees and customers alike)
- Negotiation Conflict Resolution
- Future of Work Ready

Join at
slido.com
#E112



Creating a **Mindset** for Change



Change is difficult for those that are not ready for **Change**

So let's get ready!



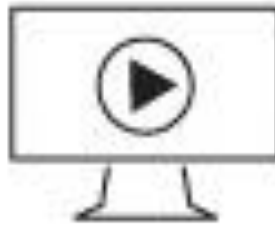
"Next generation leaders, among other things, need to be seen as an "influence-maker", Champions of Change, as leaders who can get other leaders and employees to buy-in and shift their historical expectations for learning and training away from just traditional methods towards blended solutions that are aligned with the organizations priorities." Deloitte 2017

Champion of Change and Innovation



Driving It Home

A blended approach of face-to-face + microlearning programs. Including a roadmap and messaging for recommended face-to-face interaction + the art of coaching through bite-sized video learning, spaced over time, followed by self-reflection questions and digital tools.

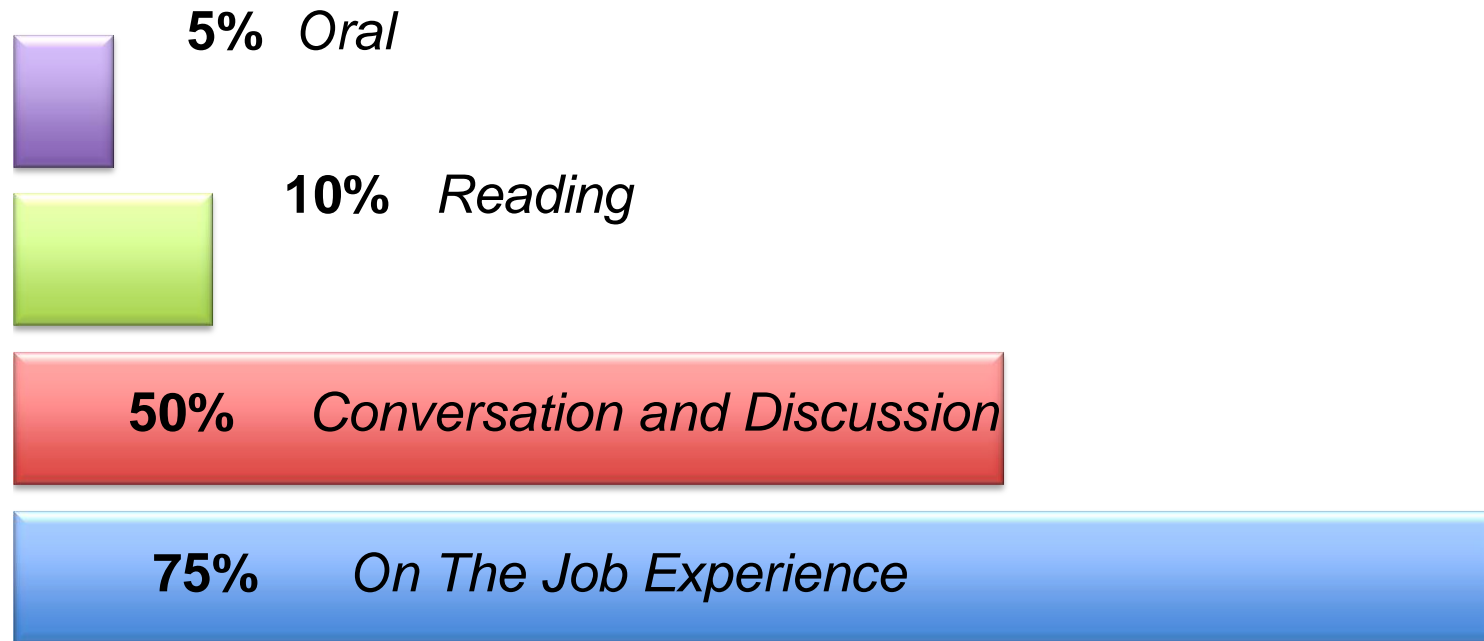


A Live Event or Experience Is A Great Place To Start, But No Place To Stop

Real change is a process, not an event



Learning Retention



We spend over
200 billion on
training

How many of you.....

How many of you.....

How many of you.....

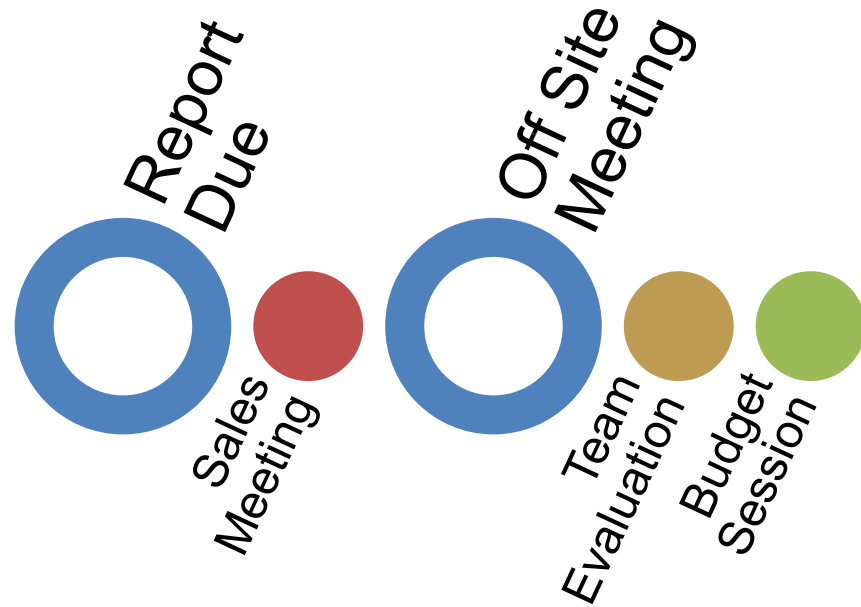


Shared Viewing



Shared Conversation

Today's Employee



Is Mired In Day To Day Tasks

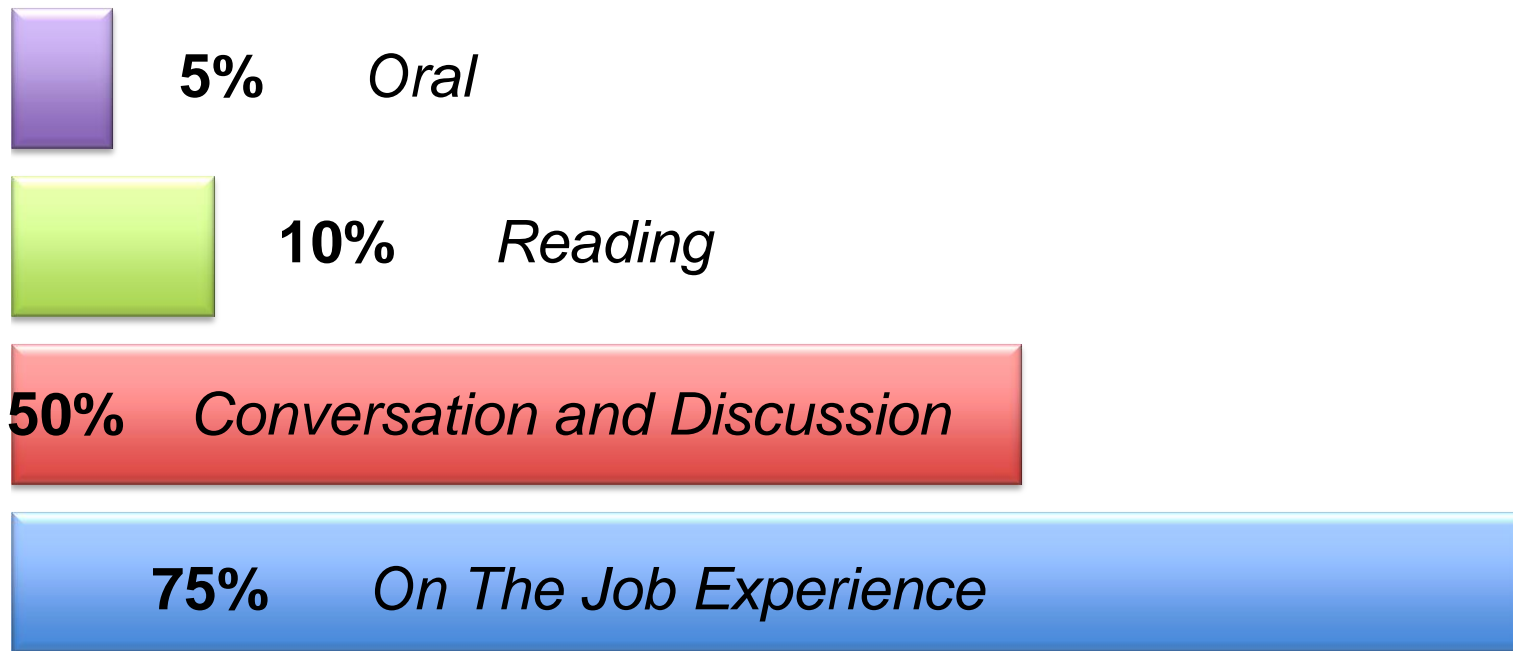
One Learner Experience

My Day



What I'm Thinking

Learning Retention



Where behavior is influenced, retention is proven to increase 75% more



Learning and Change Curve is Improved



Champions of Change and Innovation



Tangible Benefits and Outcomes

Leaders and employees will be prepared to execute and champion change

The Creating a Mindset for Change program will influence open and honest conversations about change to create support and focus on positive outcomes.

Leaders and staff will know how to effectively manage the human side of change, both for themselves as individuals and also for their reports, teams and organization.

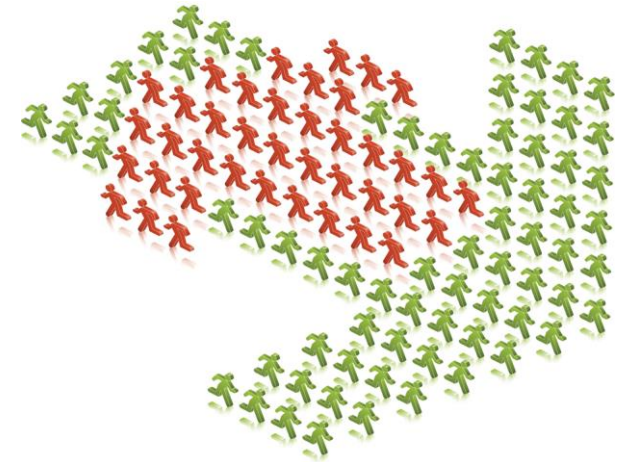
We can **Drive Agility** in the workforce in our industry not just for known changes but also unknown changes in the future.



Creating a Mindset for Change – Measurable Change

Bringing the organization together by creating a mindset for change will prepare us to optimize performance now and in the future.

Where people *are not* moving in the opposite directions



They're moving in the same direction, driving yourself, your team and your organization to a positive future





Creating a Mindset for Change & Innovation

*Laura Goodrich
Co-Founder GWT
Next
@lauraGoorich
laura@gwtnext.com*



Champion of Change

You see, change management tends to address systems, processes and procedures. And while these are very important, it's missing the most critical element: people. Consider this: how do we expect our organizations and teams to change if the leaders and people in them don't?

Read about Mara's journey, a Champion of Change, who brought Creating a Mindset for Change into her organization.

<https://www.linkedin.com/pulse/champion-change-laura-goodrich/>

