Sustainable Change Management: Communication

Presented by Kelly Jo Woodside
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Your Assignment
Flowers in the Library!

Did you get it right?

Or not...

Case Study: ACRL Framework

Communicate for Buy-In: What Works

- Keep it simple and heartfelt vs. complex and technocratic
- Do your homework, especially to understand what people are feeling
- Speak to anxieties, confusion, anger, and distrust
- Align leadership actions to communications
- Repeat, repeat, repeat!

From The Heart of Change and The Heart of Change Field Guide
Case Study: Oklahoma State U.

**STRONGER TOGETHER**

**Case Study:**

**EXTERNAL CHANGE MANAGEMENT**

- RL3 Roadshow: One page ppr that we personally presented at departmental meetings in the Fall.
- Targeted meetings with everyone who would talk with us (including new faculty).
- New identity and what changed.
- Research data services (new data for the time in 2016).
- Updated materials for facilitators.
- Updated order presence and business cards: [http://library.okstate.edu/item-bug](http://library.okstate.edu/item-bug).

**DOCUMENTING IMPACT**

1. Three-pronged approach:
   - Strategic plus benchmarking.
   - Collection of impact data for metrics.
   - Prepared meta-primer assignment (categories).
2. We are in the process of determining what the next level will be in terms of increasing our numbers, but in a meaningful way.

**Advocating for Change:**

**The Pitch!**

1. Know your leaders.
2. Build trust in advance.
3. Make them look good.
4. Let them help.
5. Use stories and data.

**Case Study:**

**A FEW FINAL THOUGHTS...**

1. You can have a process vision as much as a thing visitor, but you need a vision.
2. Think about if the change catalyzes internally vs. externally, test out to see who is willing to help you or not.
3. Minimum coalition needed for success does it have to be everyone at the table?
4. Barriers to seeing what’s going on: people don’t speak up, you don’t listen, you can’t interpret clues, you ignore your immediate content!
STRONGER TOGETHER

Resources

http://guides.masslibsystem.org/change

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