



# **Five Strategies for Leading Change in Challenging Times**

Develop Your Change Intelligence<sup>©</sup>  
to Lead Powerful Change  
in Your Organization, Team, and Career

**By Barbara A. Trautlein, Ph.D.**

CHANGE **CATALYSTS**



## Five Strategies for Leading Change in Challenging Times

Want to lead change that sticks? But frustrated by resistance?

Surprise! What looks like resistance in others is often lack of change intelligence in ourselves as leaders.


*To lead change, here are five strategies that are completely within your control to execute NOW:*

**Change Your Story** - Reframe resistance. Resistance in organizations is like the immune system in the body. For protection against harmful invaders from the outside. Just like pain in the body is a symptom something is wrong, so resistance is a sign to be paid attention to. Not eradicated, but surfaced, honored, and explored.

**Change Your Stance** - Picture a triangle. So often, we view ourselves on one angle, others at another angle, and "the problem" on the third angle. In our minds, it feels like it's us against both the other people as well as the problem. That's exhausting. Instead, re-envision yourself and the other people working together to solve the problem. Move from being and feeling and acting against others, or doing something to others, or even in spite of others, to with and even for them. If you can make this simple mindset shift, how you related to others will become immediately almost palpable to them.

**Change Your Seat** - What you see depends on where you sit. Change looks very different at different levels of the organizational hierarchy. Those at the top are typically isolated. Those at the bottom are most resistant. Those in the middle are squeezed. Sit in others' seats and appreciate their pressures. Adapt your approach and messages to the very different needs and concerns of these very different audiences.

**Change Your Style** - We all know the Golden Rule: Do unto others as you want to be done unto. To lead change effectively, follow the Platinum Rule: Do unto others as THEY want to be done unto. Tell stories they can relate to. Share statistics relevant to them. Take time in the trenches making it real in the field. Demonstrate what's in it for all of us to work together in new ways.



**Change Your Strategy** - So often, what looks like resistance is really that people don't get it, want it, or are able to do it. Engage the brain by explaining the "why" and "what" of the change - help the "head" understand your vision, mission, and goals - paint a clear picture of the target, the end game. Inspire the "heart" to care about the change objectives - engage with others, actively listen, deal with fears and insecurities, build trust. Help the "hands" to be able to act consistently with the change - provide tactics, training, tools and eliminate barriers standing in people's way.

The good news: none of these prescriptions are about changing fundamentally who we are. Instead, they are all about shifts in mindsets and behaviors. It's about the flexibility to adapt our leadership approach to powerfully and positively get us all where we need to go to meet the challenges of today's demanding times.

It's amazing how when we change, others change. It's been said before, but that's because it's oh so true: be the change you wish to see in the world.

### Biographical Sketch of the Author, Barbara A. Trautlein, Ph.D.

Dr. Trautlein is principal and founder of Change Catalysts, LLC, an organizational development, change management, and human resource systems consultancy.

She has over twenty-five years experience empowering people, teams, and organizations achieve transformational goals. During her career she has conducted workshops for thousands of participants, coached many dozens of people from CEOs to union workers, and facilitated mission-critical change management initiatives - achieving bottom-line business and powerful leadership results for clients. She is gifted at sharing strategies and tactics that are accessible, actionable, and immediately applicable.

Dr. Trautlein is a recognized expert who conducts global research on leadership and change management best practices.

She is a published author, engaging presenter, and invited speaker at conferences in North America, South America, Asia, and Africa. She holds a Ph.D. in Organizational Psychology from the University of Michigan.



Sample consulting and coaching serves offered by Change Catalysts include:

- ❖ Build CQ to Lead Powerful Change in Your Organization, Team, and Career
- ❖ Communicate and Coach for Positive Power and Influence with Impact
- ❖ Ignite Your Team: Get in Relationship and Get Results

To contact Dr. Trautlein and to obtain additional resources and more information, visit her at [www.ChangeCatalysts.com](http://www.ChangeCatalysts.com).

## What's Your CQ® (Change Quotient®)?

*Enhance your career by investing in your professional development as a Change Leader!  
Build Change Leader capability at all levels in your organization!*

Here's how – contact Change Catalysts for real-world resources to develop Change Leaders:

- ✓ Read the Book: "Change Intelligence: Use the Power of CQ to Lead Change that Sticks"
- ✓ Take the Self-Study Course: "The CQ Toolkit"
- ✓ Learn with Fellow Change Leaders: "The Change Leader Bootcamp"
- ✓ Invest in Customized Coaching: "The Change Leader Mentorship"
- ✓ Get Certified in Change Intelligence: "The CQ Certification Process"

## About Change Catalysts, LLC

*People who Lead. Change that Sticks. Results that Matter.*

We design and deliver customized solutions that catalyze change to produce transformational personal, organizational, and bottom-line business results.

- ✓ Does your organization deftly respond to the change constantly occurring in your industry, competitive environment, and workforce?
- ✓ Do you have the leadership capacity at all levels in your organization to partner together to inspire powerful, positive change?
- ✓ Do you have the kind of work environment (culture, people practices, interpersonal behaviors) that engages people to perform at their best?
- ✓ Do you want to "take it to the next level" in your ability to catalyze people and teams toward measurable results?
- ✓ Do you want to increase your personal change capacity, overcome adversity, and build resilience? To adopt a proactive approach to new opportunities, and break through blocks from the past?

**Optimize the return on investment in yourself and your people. Contact us today.**

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