

Change Management Resources – Role Modelling and Storytelling

Role modelling is an essential ingredient of successful change initiatives. It is only when others are shown the way, that they feel empowered to adopt the new behaviours. I have collected together a variety of resources that not only give examples of effective role modelling behaviour but also provide the evidence of its value:

Some good tips on how to structure role modelling so that it gives the most value, and I like the quote about role modelling being a source of good habits -

<http://www.thestairway.co.uk/publications/how-to-make-the-most-of-role-modelling.html>

This article puts the importance of role modelling into the wider scope of influencing -

<http://www.mckinsey.com/business-functions/organization/our-insights/the-four-building-blocks--of-change>

This article sets role modelling into the wider concept of behavioural change with some useful

examples - <http://www.bain.com/publications/articles/organizations-dont-change-behavior-people-do.aspx>

Interesting statistics on how only half the managers surveyed were seen as role models by their

CEOs - <http://www.mckinsey.com/global-themes/leadership/why-effective-leaders-must-manage-up-down-and-sideways>

Storytelling is another valuable technique for successful change initiatives. They can help those who have to change picture the future that they will be a part of, with a compelling description that excites and inspires them so that they genuinely want to become a part of it. Stories can also help to acknowledge that changing is not easy, but relating examples of challenges and how they have been overcome in the past, and that the audience has the resources which will help them overcome their challenges.

This article tells us what we need to include for an effective story, and why storytelling is so

impactful - <https://hbr.org/2014/10/why-your-brain-loves-good-storytelling>

Some great examples in this article, and links to even more examples - <https://hbr.org/2015/11/use-storytelling-to-explain-your-companys-purpose>

7 key steps to telling a great story - <https://hbr.org/2014/10/a-refresh-on-storytelling-101>

Finally we should not forget the power of effective conversations. I think this research provides some sensible guidance on how to engage with those who resist change in a non-confrontational way:

<https://hbr.org/2017/05/overcome-resistance-to-change-with-two-conversations>