**Change Plan Template (enhanced)**

*“If you aren’t leading change, you aren’t leading anything. You are just managing the status quo.”*

**Name of the change initiative or strategy**

|  |
| --- |
|  |

**What is the change?**

|  |
| --- |
| The Single Sentence Summary  *A single sentence that says precisely what you are going to do – and why. (e.g “To change the way business cases are developed and used in the organisation to ensure every marketing campaign is regarded as an investment rather than an expense.”)*  Any further details required to explain what the change actually is? |

**1. STRATEGIC PLANNING**

**Desired outcomes**

|  |
| --- |
| *What does good look like? What benefits will it deliver? (narrative and numbers)*  *How will you measure success? (quantitative and qualitative)* |

**Why is this change necessary?**

|  |
| --- |
| *What is ‘broken’ / needs to change? And why?* |

**Key Deliverables / Milestones**

|  |
| --- |
| *So – what key things will actually be delivered during this transformation?* |

**Key implications of the change or strategy** (for customers, people, organisation)

|  |
| --- |
| *Who or what will affected by the change? What complications may arise as result of your change initiative?* |

**Key Success Factors**

|  |
| --- |
| *What must be done, developed or put in place for this to be successful?* |

**Key challenges / obstacles and plans to overcome them**

|  |
| --- |
| *What are the key obstacles to success? The key barriers to change (systems, culture, attitudes, …)?*  *How will you overcome them?*  *How will you empower and encourage people to change?* |

**Interdependencies**

|  |
| --- |
| *What key things do you need from others? How will you ensure you get it?* |

**2. DELIVERY**

**Priorities & Quick Wins**

|  |
| --- |
| *What are the top priorities?*  *What short-term wins can you deliver to demonstrate success? How will you publicly reward people for generating these wins?* |

**Creating a sense of urgency**

|  |
| --- |
| *Do others see the need for change and the importance of acting now? If not, how will you help them to see the need for speed? (Tips: Maybe this will require you spending time with them to understand why their priorities are different.)*  *How will you create a sense of urgency?* |

**Building a ‘change team’**

|  |
| --- |
| *Do you need to assemble a band of ‘change catalysts’ / influencers across the business with enough power, influence and energy to help deliver the change?*  *If so, what skills / roles / people do you need in this team?* |

**Communication plans** (including 2-way comms and emotional engagement)

|  |
| --- |
|  |

**High level stakeholder analysis and engagement**

|  |
| --- |
| *(Use stakeholder tools to refine planning as required)* |

**Project Process and Governance**

|  |
| --- |
| *What project structures do you need to deliver? (Project manager, steering committee, working group, …?)*  *Schedule / timeline*  *NB: Remember:*   * *Accountabilities, responsibilities and decision-making processes must be clear* * *The project structure / governance must be aligned to the culture and appropriate for the size and importance of the initiative* * *Build in formal pauses for reflection* |

**Sustaining the change**

|  |
| --- |
| *How do you plan to embed and sustain the change?*  *How will you incentivise the new behaviours required for success?* |