

An 8 Step Guide to

# **NAVIGATE THE FUTURE OF WORK**



There's one clear fact that any successful organization must accept: **change happens.**

Although the concept of change might be exciting, the actual execution of your change strategy can be challenging.

Is success non-negotiable for your next change initiative?

**This guide provides you with 8 steps to shape the future of work in your organization.**



# NAVIGATE THE FUTURE OF WORK

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Lead Change Instead of Just Managing It

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Talk About Shifting Mindsets

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Develop the Right Change Practices

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Be Prepared to be Unprepared

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Choose Your Language



## Lead Change Instead of Just Managing It

1

Be clear when you are managing change or leading change.

The first is reactive, latter is proactive.

There are times for both.

Take ownership by demonstrating leadership through the process, regardless of your job title.



# Talk About Shifting Mindsets

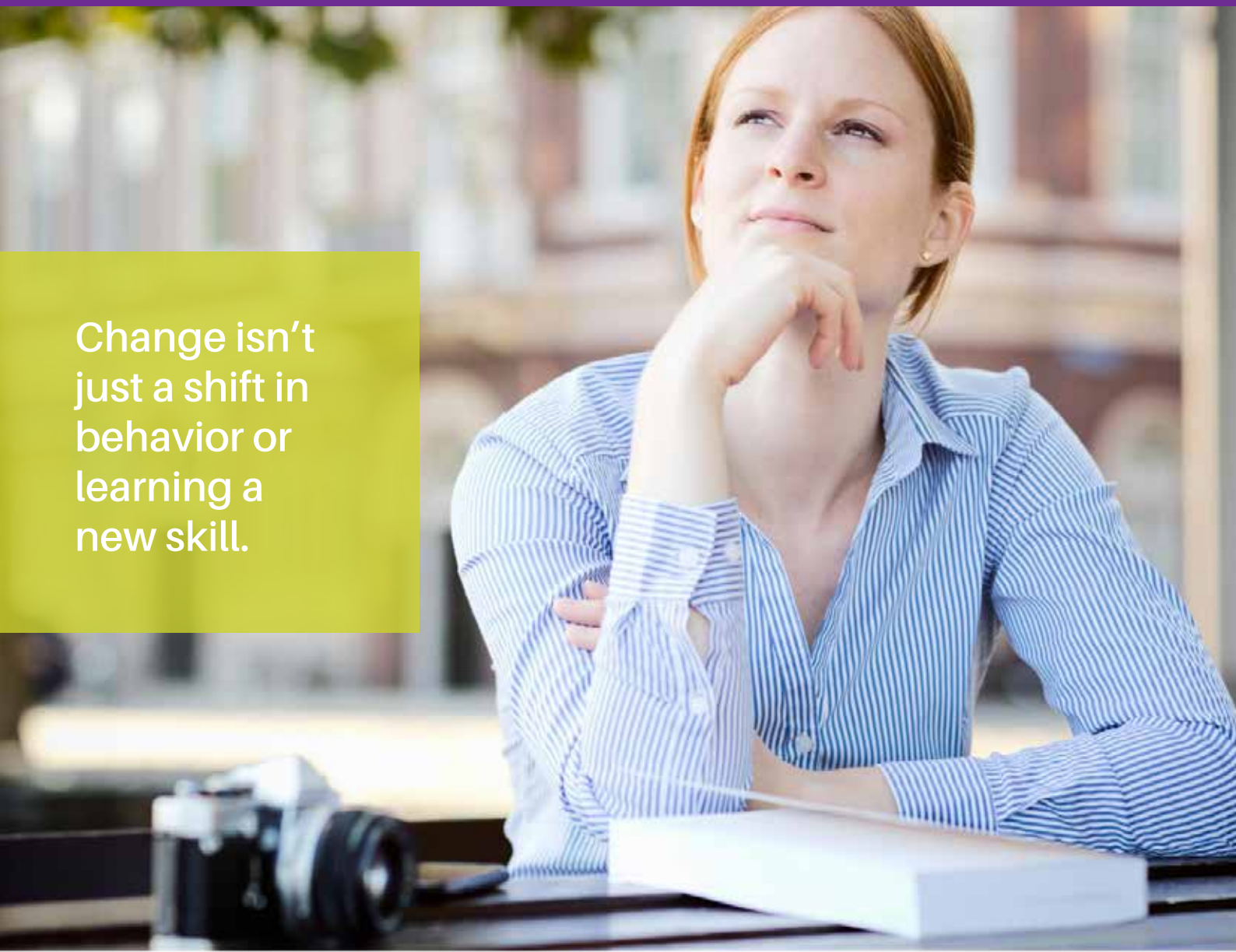
Effective sustainment of change requires a change in mindset.

Encourage a shift in the mindset of your leaders and employees whether it's meeting customer needs, how work gets done, how they work with each other, or the organization's overall business model.

Gather evidence, stories, data, lessons learned to help everyone understand the mind shift that's needed.

2

Change isn't just a shift in behavior or learning a new skill.



Make the shift  
from best practices  
to understand the  
“right practices”



## Develop the Right Change Practices

3

There are many different change models out there. I've heard a number of change practitioners and vendors say "This is the best model". In my experience, there are usually many options.

Make the shift from best practices to understand the "right practices" for the particular change initiative. Recognize that these practices will need to be adjusted with each new change.

# Be Prepared to Be Unprepared

The longer, the more complex the change, the less you will know what the future holds. As a leader, you should be able to ask tough questions of the right people to get the answers you need. You can convey those answers to your team, relieving their fears. But sometimes, there are no answers and we just need to prepare for the unknown.

**It's okay to say, "I don't know."**

# 4







Q: If we are under pressure to do more in less time, how do we make good decisions?

# 5

## Utilise Digital Insights

New and emerging technology is a major driver of change. Technology such as artificial intelligence are poised to become commonplace in the workplace. This will lead to better data collection, the automation of repetitive tasks and the ability to make decisions with immediate access to real-time, in-depth information. Agility will be a key to future change success.

Organizations need to be aware of how data moves into and around their business. Take the pre-emptive step of mapping how new technologies like cloud storage and artificial intelligence can simplify and enhance the flow of information within your organizational ecosystem.



## Avoid False Positivity

Know the difference between putting on a positive spin versus taking a positive approach, and when to allow people to voice concerns when they're feeling doubtful about change. Using 'spin' denies that negativity and you can possibly close down communication with your team.

# 6

Sometimes you have to stay in the negative before you get out of it. In a meeting, you can have a timed discussion of the negative aspects to get them on the table, and then move into positive action, knowing that the negative won't go away at this point. That's taking a positive approach.

A positive spin vs. taking a positive approach: Know the difference





## Be Aware of the Politics

7

Competing agendas create politics during change and there are always competing agendas!

Those of us leading change are tasked with managing our own egos, reducing uncertainty, figuring out how to satisfy the agendas that are a priority, and making sure people feel heard and acknowledged - knowing we can't problem solve everyone's issues and make their lives better.

# Choose Your Language

## Don't say: "You need to get on the train".

This phrase will only result in shutting down further dialogue with your team. You'll risk creating resentment with people whose resistance to change just got stronger. You might even convert some believers into nonbelievers!

## Do say: "I want to hear your concerns about this change."

By demonstrating an honest interest in people's concerns about change, you'll demonstrate a willingness to engage with your workforce. This will also give you the opportunity to coach, support, and solve any problems that get brought up. You may not be able to satisfy everyone's concerns, but your efforts will still be recognized and remembered by your people.

The truth is that people don't have to get on any "train". **Everyone has a choice.** You could put the most innovative systems, supports, and accountability measures in place, but your people will ultimately decide for themselves whether they will engage with the change. This is a hard principle for leaders to accept, but it's true.

# 8







Gregg Brown was part of the ground breaking team that opened the first wave of Starbucks stores in Canada.

To further sharpen his skills and understand how people tick, Gregg worked with prisoners in maximum security federal penitentiaries and pioneered numerous social change programs in the community.

Jumping into the organizational world, and improving how we work together and how we think, has been at the core of Gregg's work for the last 20 years. As work is where we spend most of our time!

As a global speaker, Gregg engages audiences all over the planet to build courage to wade into the never-ending waves of change. These audiences include Fortune 500 companies, governments, not-for-profits, through to international humanitarian organizations.

Gregg ideas on navigating the future of work are in Forbes, Rolling Stone, Newsweek, Entrepreneur and others. Gregg is the author of *Ready, Set Change AGAIN* and *Spark Action - How to Lead Change That Matters*.

Learn more at [www.BeChangeReady.com](http://www.BeChangeReady.com)

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