



Leading Change

How to Get People to Change Their Behaviours

By Nancy MacKay, PhD
Founder and CEO of MacKay CEO Forums

Leading change and achieving exceptional results require employing three key approaches: sharing experiences, providing advice, and using coaching questions. Enhance your effectiveness by considering six strategies: empathizing, creating urgency, letting go of the past, defining problems clearly, holding people accountable, and creating an enabling environment.

THREE LEADING CHANGE APPROACHES

- A. Share relevant experiences
- B. Provide advice
- C. Ask Coaching Questions
 1. What is the issue?
 2. What is the current situation?
 3. What do you want?

HERE ARE SIX STRATEGIES TO ENHANCE BEHAVIOR CHANGE:

1

STEP INTO THEIR SHOES

- top two basic needs (love, certainty, variety, significance, contribution, learning, and growth)
- belief system
- emotional state (physiology, focus, self-talk)

2

CREATE A SENSE OF URGENCY FOR CHANGE

- people avoid pain and seek pleasure
- create immediate pain for not changing now
- create immediate pleasure for changing now

3

HONOUR AND LET GO OF THE PAST

- past does not equal future
- what got you here won't get you there

4

CLEARLY DEFINE THE PROBLEM

- specificity speeds up results

5

HOLD PEOPLE ACCOUNTABLE

- focus on outcomes and deadlines
- no judgement
- remove the barriers

6

CREATE AN ENABLING ENVIRONMENT

- clarify commitment
- commit in writing
- commit publicly to key stakeholders
- celebrate progress