

# Cultural & Community Change

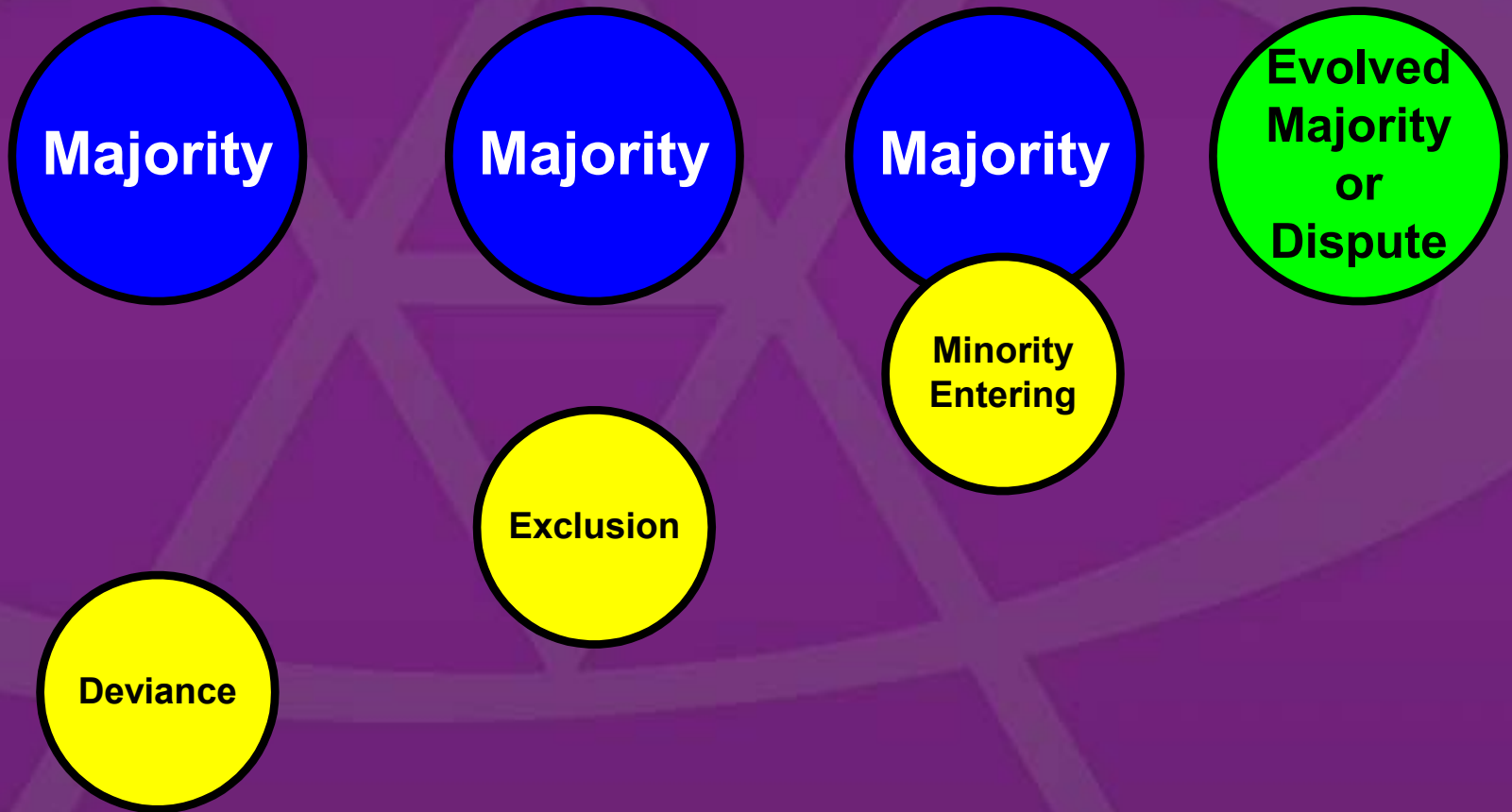
Change for Success



Dr. Leigh Kibby

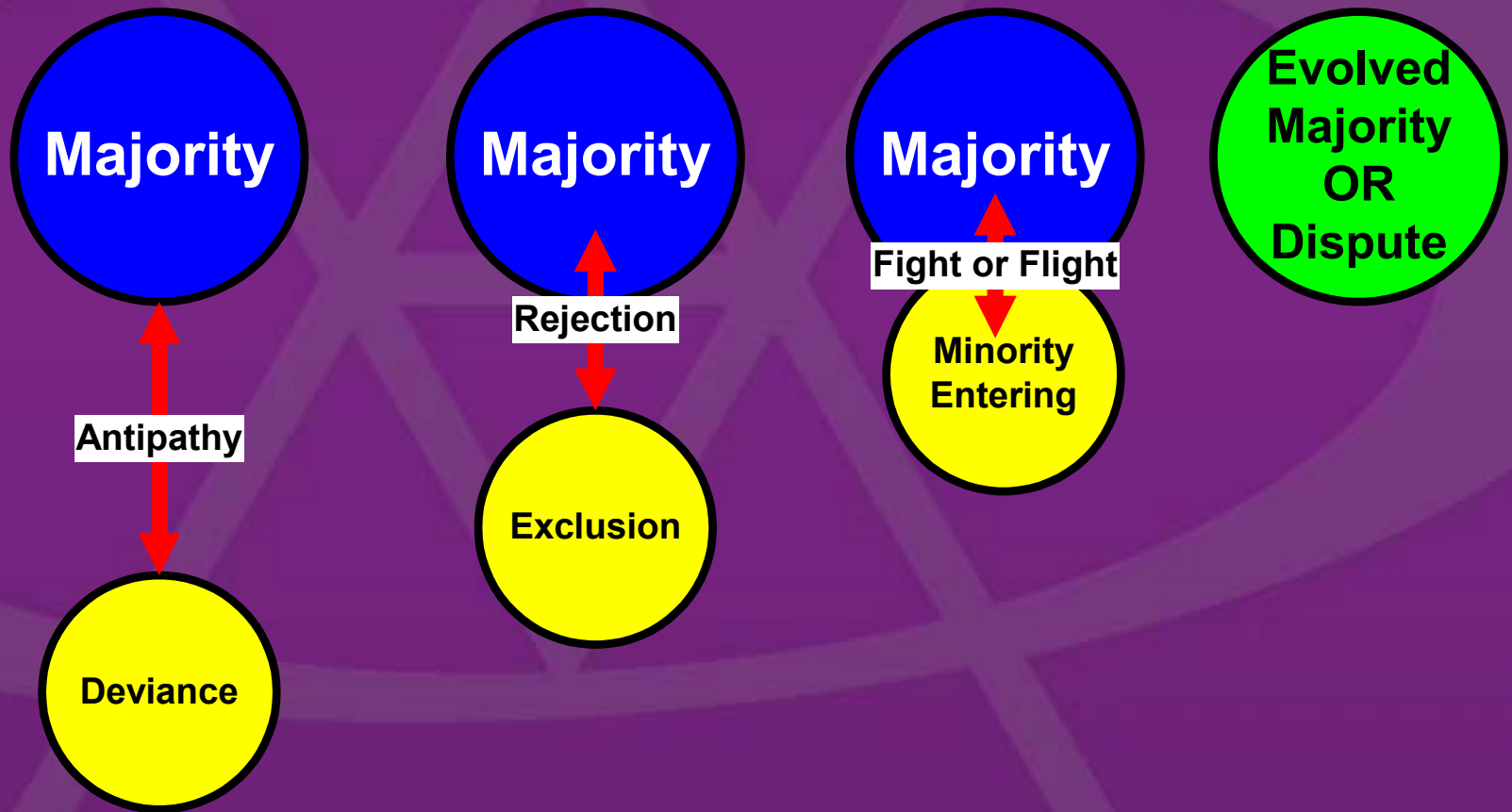
# Cultural and Community Change

## The Sociology of Change – 7 Rings to Change



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**The following is a summary of why change fails.**

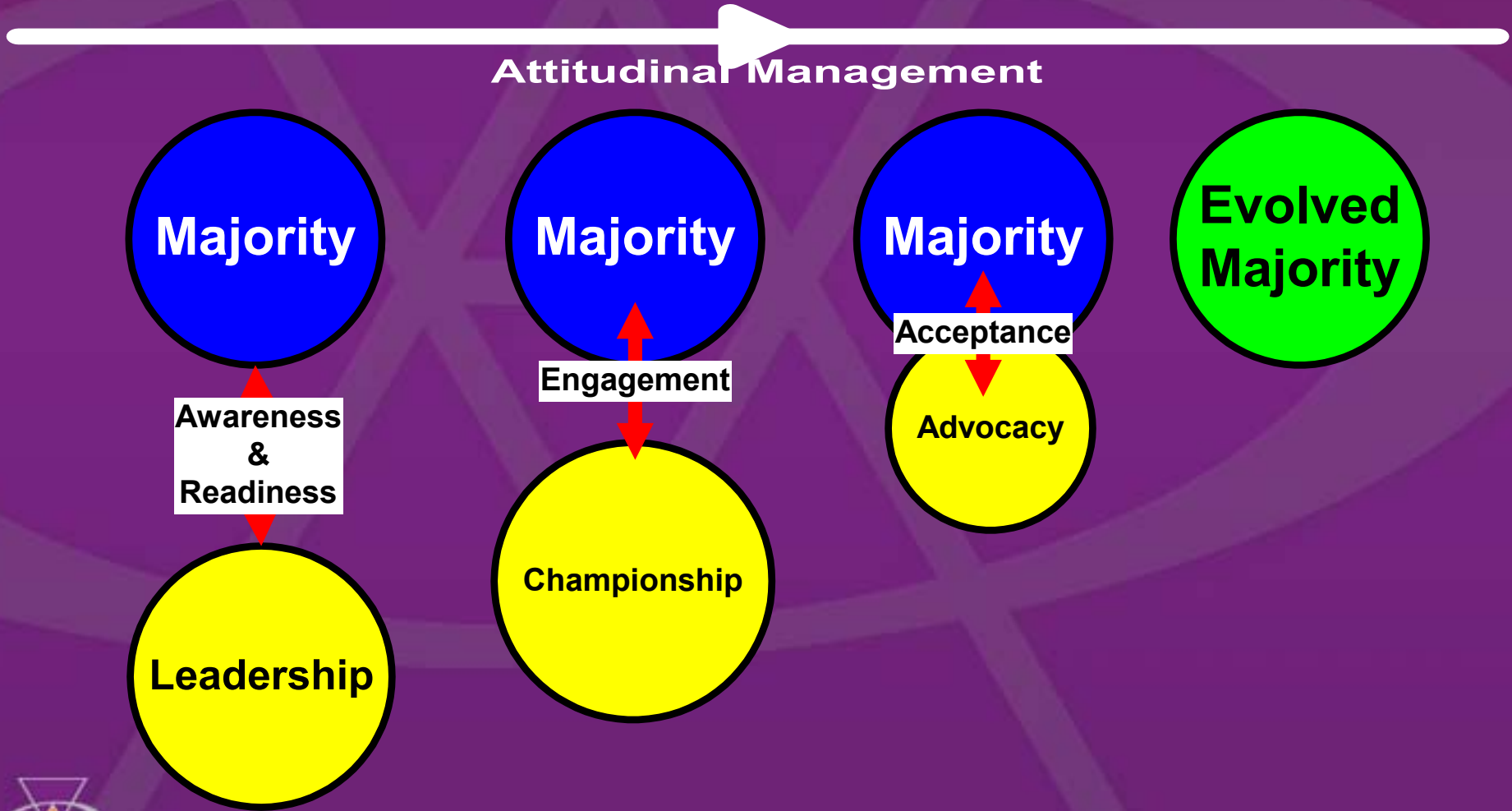
- Physical –** ABILITY i.e. People do not have the skills required of them in the new (changed) context and/or the organisation does not have Change Facilitation Skills
- Emotional –** HAPPINESS / WILLINGESS i.e. There is no management of the emotions which change triggers re: the fear, angst and anxiety.
- Intellectual –** UNDERSTANDING i.e. behavioural expectations are not set and the change process map is unclear.
- Noetic –** DESIRE i.e. the change is not connected to the vision and values of individuals and teams.
- Community Story and Myth –**  
the communications themes and organisational legends that sustain change

**Failure to address these multilaterally can result in failure**



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## Change Success – the 7 Rings Attitudinal Shifts



# Cultural and Community Change

Here are the Cultural Change Fixes based on the change cycle.

- Physical** – Develop the skills required in the “new” environment and develop change facilitation skills.
- Emotional** – Remove emotional blocks to change.
- Intellectual** – Set performance and behavioural expectations.
- Noetic** – Create Meaning and Purpose for people and teams.
- Community Story and Myth** – begin and sustain the story through communications, recognition, reward and celebration

Please note that there is a specific cycle for these key elements.

That cycle is depicted in the following slide.



# Cultural and Community Change



This is the Change Facilitation Cycle and begins with Noetics which is one of the pivotal change enablers because:

- it is the component that creates meaning and “buy-in” around change;
- draws people to change; and
- “makes sense of change” in the HEARTS AND MINDS of people i.e.their attitudes.



# Cultural and Community Change

## Attitudinal Management Tools

### Attitudinal Management

Sales Phase	Target Group		Target Group		Target Group	
	Client(s)		Client Associations and Networks		Client's Clients	
	Project Types Description	Outcomes	Project Types Description	Outcomes	Project Types Description	Outcomes
Info and Education	<ul style="list-style-type: none"> <li>Seminars</li> <li>Breakfasts</li> <li>Info resources e.g. web</li> </ul>	<ul style="list-style-type: none"> <li>Names</li> <li>Contact Details</li> </ul>	<ul style="list-style-type: none"> <li>Seminars</li> <li>Breakfasts</li> <li>Info resources e.g. web</li> </ul>	<ul style="list-style-type: none"> <li>Being seen as expert</li> <li>Names</li> <li>Contact Details</li> </ul>	<ul style="list-style-type: none"> <li>Seminars</li> <li>Breakfasts</li> <li>Info resources e.g. web</li> </ul>	<ul style="list-style-type: none"> <li>Being seen as expert</li> <li>Collecting critical data of benefit to client</li> <li>Client's client referring you to client</li> </ul>
Value Add	<ul style="list-style-type: none"> <li>As above plus</li> <li>1-2-1 Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Additional Meetings</li> <li>Opportunities to present</li> <li>Sell Opportunities</li> </ul>	<ul style="list-style-type: none"> <li>As above plus</li> <li>1-2-1 Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Being seen as thought leader</li> <li>Additional Meetings</li> </ul>	<ul style="list-style-type: none"> <li>As above plus</li> <li>1-2-1 Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to refer client's client to your client</li> </ul>
Risk Averted	<ul style="list-style-type: none"> <li>As above plus</li> <li>Specific resources for that group</li> </ul>	<ul style="list-style-type: none"> <li>Sell Opportunities</li> <li>Contract Negotiation</li> </ul>	<ul style="list-style-type: none"> <li>As above plus</li> <li>Specific resources for that group</li> </ul>	<ul style="list-style-type: none"> <li>Being seen as "life saver"</li> </ul>	<ul style="list-style-type: none"> <li>As above plus</li> <li>Specific resources for that group</li> </ul>	<ul style="list-style-type: none"> <li>Being seen as "life saver"</li> </ul>



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## In summary .....

**Attitude is an enabler of change.**

**Attitude is a relationship between emotions and thinking, the speciality of Dr. Leigh Kibby;**

**For specific examples consulting, training and development,  
please email [leigh@kinematic.com.au](mailto:leigh@kinematic.com.au)  
Or telephone (+ 61 3) 5222 7578**

