

Change Management Strategy: Build Contextual Capacity

1. The relationship between the leader and stakeholder is a critical component for buy in (Ford, 2008).

Involves:

- Examining the needs of stakeholders through perspective sharing and dialogue about different views.
- Negotiating.
- Facilitating effective group collaboration.

2. “Buy in is a commitment to agreements about work, and it involves some degree of trust between the change agent and stakeholders” (Moon, 2009, p.528).

Involves:

- Providing rationale for change that is common sense to as many as possible in the agency.
- Staying in touch with stakeholders to determine their perspectives.
- Addressing the issues leading to ambivalence and resistance to change.
- Testing of your understanding of perspectives.
- Discovering the appropriate response to stakeholders’ perspectives.

3. “Diagnosing resistance to change as multidimensional allows the change agent a more precise framework with which to understand and minimize resistance” (Moon, 2009, p.529).

Involves:

- Using different strategies such as education, communication, administration and support, resources, timing of change and managing emotions to reduce the risk of resistance.

