

**Ways of bringing about change**

**- Catching the Energy / Needs / Enthusiasm**

BCG has been working in the area of Integrated Strategic Change for 20 years, and over that period we have utilised a variety of different approaches to bring about change. There is, of course, no magic wand – each approach is useful in one or another context, but can be less useful (or even damaging) in others. We also strongly believe that only by having a rich and varied portfolio of approaches, and knowing when it is best to utilise each one of them, that the optimum change outcome can be achieved.

We are therefore indicating some of these approaches on our website. Our intention is to put them on one at a time on a monthly basis, along with brief comments on what they can achieve and when it is best to use them or avoid using them.

The first one is: Catching the Energy / Needs / Enthusiasm.

Approach	What it is	What it does	When / when not to use it
<b>Catching the Energy / Needs / Enthusiasm/ opportunities</b>	Seeking fuller participation – working on issues that personally matter to people and which they flag up or initiate.	It connects the passion of the people with the vision of where the organisation needs to go. Essential for creating ownership. It shows that people are empowered to initiate change.	Use this when you want to encourage people to build on their own ideas, by seeing where the enthusiasm for change is. Use it when you really do have a vision that can inspire – or when you are in the process of creating it with your people. Use it when the change will benefit people in a direct way. <b>Don't</b> use it when morale is low or people are cynical or exhausted by change – the BOHICA syndrome ('Bend over, here it comes again').

We will be updating this site monthly with instalments from our document A-K of Ways of Approaching Change. This Month is **A**.