

## 5&6 Implementation & Momentum

Weight loss is a change management issue.

Where are we so far?

So far, we have thought about the following steps.

1. Creating urgency or rather **building the case for change**.
2. Gathering allies or rather **winning hearts and minds**.
3. Developing a vision for change or rather **describing a better way**.
4. Developing a plan of action, or rather **devising a strategy**.

We're going to look at two stages today.

- The first is implementation. It's all about making things happen.
- The second is motivation. It's all about maintaining momentum.

### 1. Implementation

This stage is all about communication.

There are two dangers that we'll encounter when we hit issues.

2. The way we talk about what's happening.
3. The way we talk about what we're doing.

First, how do we talk about what's happening?

There's a great temptation to

- Spin
- Minimize
- Catastrophize
  
- Acknowledge that there's an issue
- Admit where the contributory factors are your fault
- Address people's concerns

Craig Hamilton says, 'People need to trust you from the outset – and you need to give them every reason to trust you' p 467 Wisdom in Leadership.

Secondly how do we talk about what we're doing?

- Excitedly
- Legitimately

## **2. Momentum**

This is now the sixth stage.

Two things threaten the skill of building momentum and maintaining motivation.

First, where you are as a change agent

Secondly, where you are as a change project

As Craig Hamilton says, 'Easy wins create hope. And hope is fuel for change' p469.

## **Conclusion**

It's all about communicating through complications and maintaining the motivation.