

Implementing Change

4 -Develop a Plan of Action

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 future

To craft a plan, Craig Hamilton suggests that we need to think in terms of three distinct but interrelated spheres.

1. People's knowledge and thinking –
2. People's feelings and emotions –
3. Physical space and systems –

Personal Exercise

What is the one thing that you would like to see change in your church planting situation (or current gospel ministry)?

Why do you think it has to change? What's wrong with things staying as they are?

What's preventing you from effecting that change? Where's the resistance? What are the obstacles?

Who could you get onboard who would be supportive of change?

What's the better version of the future after you've made the change that you want to see?

1. Addressing the issue of knowledge and thinking

Because sometimes people need to learn new things before they're ready for change.

- Perhaps there are biblical truths that they are unaware of or unaware of the significance of that they need to grasp before being able to understand the need for change
- Perhaps there are things that people need to be trained in before being able to implement the change
- Perhaps there are so many things that need to be done differently that someone needs to produce a checklist

2. Addressing the issue of feelings and emotions

To help you think about addressing the emotional drive it's worth thinking about answers to the following questions.

What else could you do to help motivate people to accept the change?

How will you help them feel included when you've won them over in your hearts and minds campaign?

How will you help them reinforce their feelings?

How will you help them to focus not on analysis-think-change but on see-feel-change?

One of the challenges in implementing lasting behavioural change is building momentum. It's exhausting and slow.

'Doing anything new takes a lot of energy. People will be constantly drifting back to the old way because it was automatic, familiar and easy. If people feel like they're all alone this drift will happen more quickly and more often. But feeling like they're part of a group doing this together will help them to keep going'

Hamilton, *Wisdom in Leadership*, p466.

3. Addressing the issue of space and systems

In terms of physical space think about the following questions

- What will you do in this area to help the change happen?
- How can you change the space to make it easier for people to do what you want them to do and harder to do what you don't want?
- What can you do visually?
- Can you make posters or signs to communicate the new initiative in a powerful way?
- Can you rearrange the physical space to facilitate and encourage the change?

In terms of systems think about answers to the following questions

- Is there a way to change the rota to make the change easier to implement?
- Are there things that could be distributed on the way into church?
- How can we recognize people who are behaving in the new way and how can we reward them?

Conclusion

What people think

Why people feel

How people act