

Change Reactions

We are all familiar with the classic Change Curve model, which illustrates the common sequence of human reactions to change; first Denial, then Resistance, eventually Exploration and finally Commitment. It is easy to see how this has played out pretty accurately for most people in connection with Covid-19.

Some leadership tips to help people through:

- **Denial.** It is unlikely many people are still at this stage, but for those who still doubt the likelihood of huge impact, the role of leader is to provide convincing evidence to recognise the seriousness of the situation. It is largely about 'Telling'.
- **Resistance.** Unlike denial which tends to be based on general opinion, resistance will differ from person to person. It's all about why a specific person has a problem. The key leadership role therefore is to explore their personal concerns with them, so you are better informed to offer any reassurances or take helpful action. It is largely about 'Listening'.
- **Exploration.** This stage represents a huge step forward, because the person is 'giving it a go', and is now future-focused. The key leadership role is to suggest manageable steps to begin making progress. It is largely about 'Encouraging'.
- **Commitment.** The goal is for everyone to feel fully 'on board' with taking whatever action will help us through the change. The key leadership role is to equip and enable people to create their own success. It is largely about 'Recognition'.

