Making Change Possible
Induction Coordinators
Quarterly Meeting
Presented by Gail Coffin, MSDE
change is difficult.

not changing is fatal.
LEADING CHANGE
Understanding Change

- People respond differently to change
- Change can cause divisiveness
- Conflict is a natural part of change
- Change is a process
Effective Change Management
What happens when a vision is missing?
What happens when **knowledge and skills** are missing?

Vision | Knowledge & Skills | Incentives | Resources | Transition Plan | Anxiety
What happens when incentives are missing?
What happens when **resources** are missing?
What happens when a transition plan is missing?
How can I use this model to lead change in my school?
Managing Complex Change
(Ambrose 1987)
Diffusion of Innovation

- Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system.

Everett Rodgers, *Diffusion of Innovation*
Diffusion Process

Knowledge ➔ Persuasion ➔ Decision ➔ Implementation ➔ Confirmation

Communication Channels

Time

Everett Rodgers, *Diffusion of Innovation*
Diffusion and the Influence of Other Members of the System

- For most members of a social system, the innovation-decision depends heavily on the innovation-decisions of other members of the system.

Everett Rodgers, *Diffusion of Innovation*
The Tipping Point
Innovators

- Venturesome types that enjoy being on the cutting edge
- Excited by possible benefits
- Enjoy imagining the possibilities
- Eager to give a new initiative a try
Early Adopters

- Use the data from the innovators’ efforts at implementation
- Make their own decisions to adopt a new change
- Trusted by the staff for making well informed decisions
- Are the opinion leaders at the school
- Translators
Early and Late Majority

- Will follow of the early adopters
- Will implement the CCRS standards at varying rates
- Are needed to make CCRS, TPE or PARRC permanent
- Create the sense the “this is how we do business at our school”
- Establish the culture of the school
Resisters (Laggards)

- Can be very traditional
- Isolated
- Suspicious of change
- Perceive a high risk in change
- Interact with others who are traditional and the late majorities
Propensity to Adopt

High

Low

Propensity to Resist

High

Low

Tipping Point

Period of Rapid Adoption
8 Stages of Change

1) Increase urgency
2) Build guiding teams
3) Get the vision right
4) Communicate for buy-in
5) Enable action
6) Create short-term wins
7) Don’t let up
8) Make it stick

John Kotter, *Leading Change*