The Change Cascade

1 — Create & Initiate

Top Level Leadership
- Define Vision & Mission
- Identify the "Why"
- Create a consistent "Change Story"
- Draw up cascade plan
- Identify list of stakeholders

2 — Inspire & Enrol

Senior Leaders & Champions
- Define communication plan and strategy
- Enrol Champions
- Launch the "Change Story" & associated communications
- Update communication Strategy
- Identify future champions & blockers

3 — Engage & Act

Leaders, Champions, Team Leads & Others
- Allocate roles & resources
- Communicate frequently and broadly
- Tailor change story to different audiences
- Idenitfy progress steps, including attempts as well as successes

4 — Motivate & Sustain

Whole Organisation
- Identify and empower Change Champions to lead
- Monitor progress
- Communicate all progress steps widely
- Continue to link small steps to larger Change narrative
- Use this as evidence for Change being possible

5 — Celebrate & Innovate

Whole Organisation
- Change is 80% cascaded
- Most departments are operating in "new ways"
- Identify any and all moments, behaviours, and success stories that re-inforce the change story
- Share all wins organisationally
- Identify new opportunities that have resulted from changes.

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