

LEADING FAST AND EFFECTIVE CHANGE

In Your Veterinary Practice



RESISTANCE TO CHANGE IS REAL

When we're leading change we will encounter resistance - it will always be present. But as leaders, we can do some things to minimize resistance and make change happen faster and more effectively.

Resistance occurs because:

- Habits are comfortable
- Our brains like to keep things the same
- We react to change as if it's life threatening
- Lack of control is scary

We can lead change and reduce resistance by:

- Asking questions
- Sharing stories, ideas, and thoughts
- Collaborating with our team



Remember:

People *will not* resist change done with them. They *will* resist change done to them. If authority is used to cause change, you will increase resistance. However, using influence that allows others to make choices related to the change, will encourage them to move towards it.

CREATING **FAST AND EFFECTIVE** CHANGE

The most lasting change happens through involvement, not compliance. For sustainable change, these four things must be true. As a leader in your practice, you can help your team members get there.

1

I want to.

If people don't want to change, they won't. They must find a connection to both the vision behind the desired change and their individual goals. You can help define the change and vision, making them clear and compelling enough so that others desire to follow.

2

I know how.

Even when people want to change their behavior, they won't do so if they don't know how. Human behavior is made up of habits and patterns that we have had years to practice and perfect. Lasting behavior change takes time, commitment, coaching, and practice.

3

I believe I can.

Confidence is an important ingredient for change. Does the practice have the necessary tools for change to be successful? Do employees believe leadership will stick with the change and see it through? These types of doubts often cause people to shy away from trying something new.

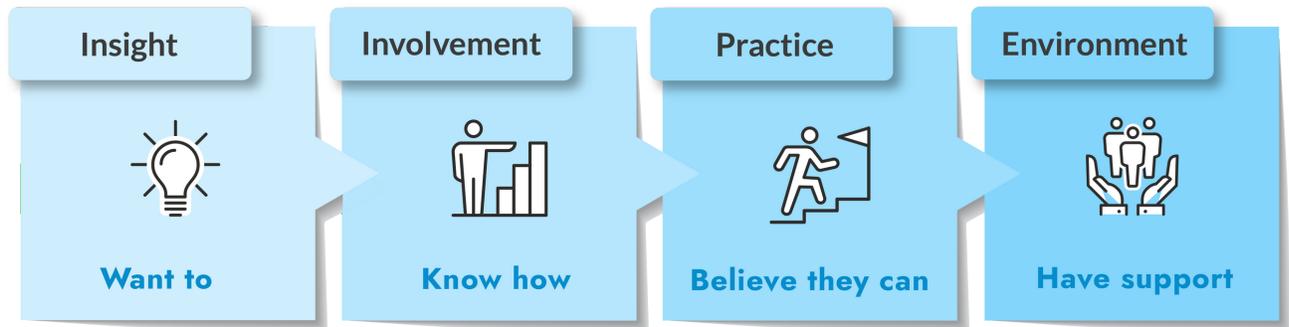
4

I have support.

People will resist change if they don't see others around them making a shift. There is a lot of risk in going first! If you can get enough momentum for change by involving people from the start, setting a clear vision, and committing to the change yourself, then people are much more likely to follow.

A PROCESS FOR CHANGE

How you define and communicate the path towards change will determine whether or not change happens and if it is sustainable.



Key Points

People do move toward change under the right circumstances.

Leaders have the opportunity to make change happen faster and easier.

Change is a 4-step process that we can practice, master, and execute for any change that's needed in our hospital.

When we focus on insight, involvement, practice, and environment we learn to lead teams through change effectively.

FIND MORE SUPPORT FOR YOUR VETERINARY PRACTICE

vetlead.com

