As the need for adaptability, agility and resilience grows, organizations must first focus on 3 <u>traditional levels of change management</u>:
- **Execution:** adopting new processes, procedures and tools
- **Mobilizing:** preparing employees for broader shifts, requiring new behaviors, ways of working
- **Transformation:** improving performance, by embedding new management practices

These 3 levels follow a familiar arc, with a beginning, middle, and end state.

With **reinvention change**, leadership recasts itself toward more dynamic, iterative ways of working, that can adapt to uncertainty and the growing importance of AI, impacting the pace and disruption of traditional ways of managing change.
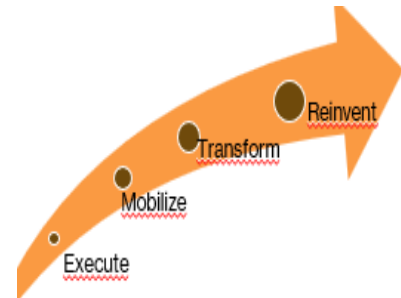
<u>Leaders ask 5 questions to set their organizations/ themselves, on the path to</u> **reinvent change**.

Question	Action	Implication for Leaders
Where will we find value amid creative destruction?	Work *"future back"* and *"outside in,"* focusing on fundamental customer needs	Be a visionary with a mindset of possibility
How can we play a role in the emerging ecosystem?	Map the new ecosystem and reshape it	Be an architect of new combinations, co-creation, ...
What organizational rewiring can help us shift?	Rewire resource allocation processes	Be a catalyst of new systems, networks in your company
How will we learn faster than others?	Build new capabilities by operating in short cycles of decision, action, reflection	Be a coach to others so they learn fast and fearlessly
What do my people need from me?	Shift outer and inner view, and change your personal operating model	Show up with humanity and humility

The previous questions each challenge <u>Leaders to show up differently</u>:

- As **Visionaries** who can unify employees and the organization around future customer needs
- As **Architects** who can reinvigorate an ecosystem to create new value
- As **Catalysts** who can break down the existing organization and rewire the system to pursue new opportunities and leave the old behind
- As **Coaches** who can build new organizational capabilities and inspire to learn fearlessly

And yet, these shifts are not sufficient, to enable reinvention change, <u>Leaders need to make the inner changes</u> that put themselves in service of their organizations and take accountability for the *"right changes"*. This takes a specific combination of **humanity and humility**.

Are you ready to successfully bring yourself and your organization to 2030, and <u>reinvent change</u>, by asking these 5 questions?

COACHINGHOUSE
Prime Personal Performance©