



“Elevate Your Influence” Webinar Series

in·flu·ence

/ɪnˈflʊəns/
noun

the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

synonyms: **effect, impact**

“Elevate Your Influence” Webinar Series

com·pel·ling

/kəm'pelɪŋ/
adjective

evoking interest, attention, or admiration in a powerfully irresistible way;
inspiring conviction or action.

Agenda

Craft a Compelling “Why”



Model



Application



Practice

Focus on what you deliver (not what you do)

Context

“People don’t buy what you do, they buy why you do it.”
Simon Sinek

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4 Change Catalyzing Questions

Why – Who – How Much – What

Why are we changing?	How Much depends on adoption and usage?	Who has to do their jobs differently?
What can we do to drive adoption and usage?		

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Key Questions for Effective Change

Define Success:

- Why are we changing?
- Why are we changing now?
- What is changing?
- What is not changing?
- What is the risk of not changing?

1. DEFINE SUCCESS Six Essential Questions

WHY ARE WE CHANGING?

WHY ARE WE CHANGING NOW?

WHAT IS CHANGING?

WHAT IS NOT CHANGING?

WHAT IS THE RISK OF NOT CHANGING?

BENEFIT AND RISK MATRIX

	BENEFITS OF CHANGING	RISES OF NOT CHANGING
Organizational		
Individual		

Why
are we changing?

Craft a Compelling “Why”

Why a
‘Why’?

Inspire
People to
Take Action



Agenda

Craft a Compelling “Why”



Model

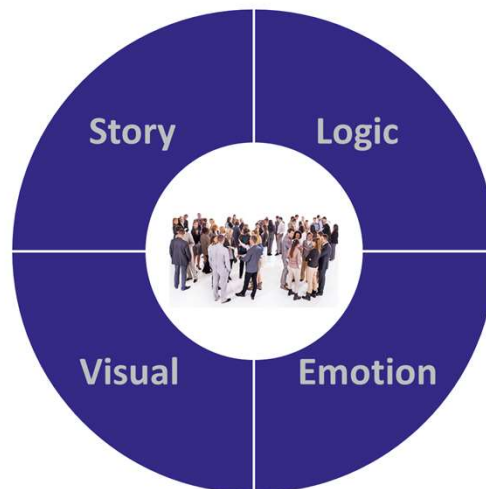


Application

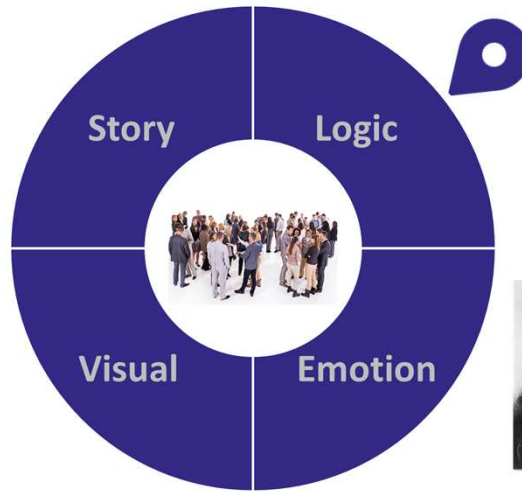


Practice

The Compelling Why Model



The Compelling Why Model



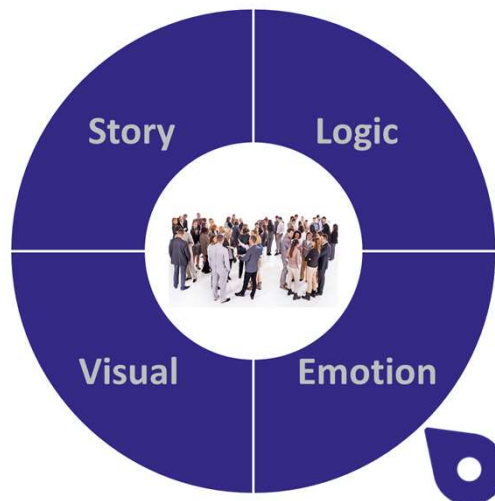
Logic
Why
Empirical Evidence



We know the **truth**, not only by the **reason**, but also by the **heart**.

Blaise Pascal (1623–1662), French mathematician and philosopher

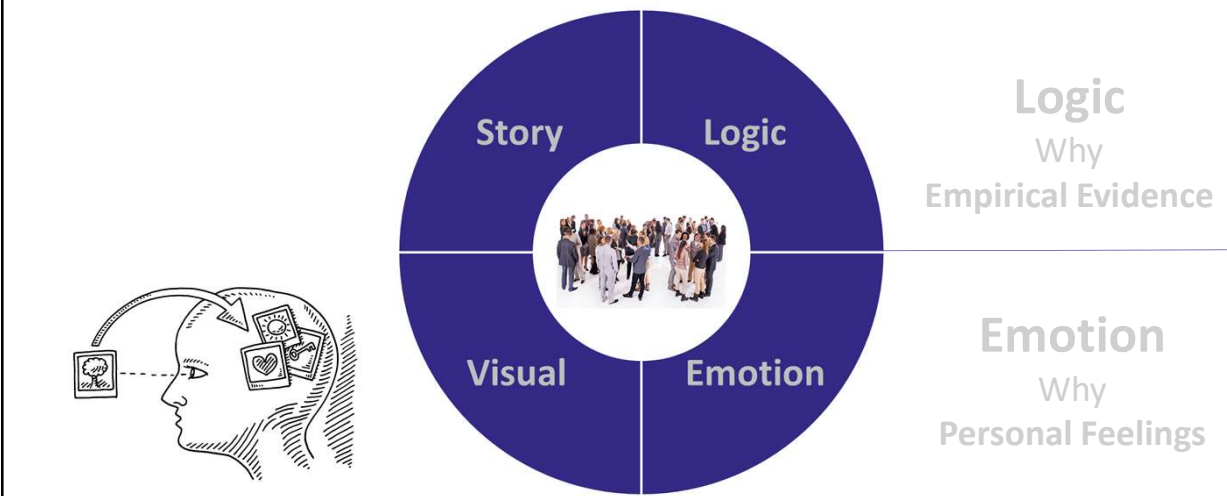
The Compelling Why Model



Logic
Why
Empirical Evidence

Emotion
Why
Personal Feelings

The Compelling Why Model



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The Compelling Why Model

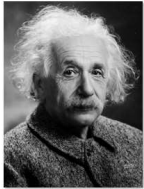


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The Compelling Why Model

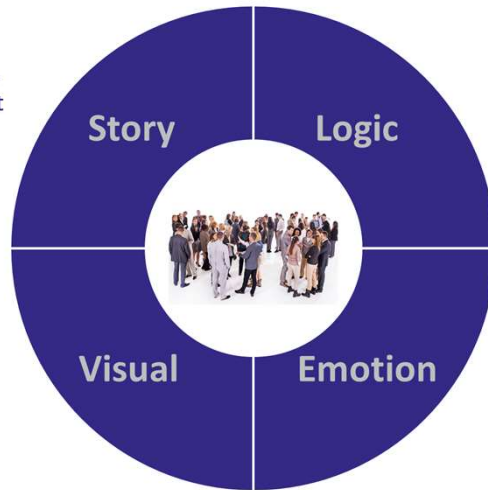


"If you can't explain it **simply**, you don't know it well enough."

Albert Einstein (1879–1955), German-born theoretical physicist



Visual
Why
Pictures and Imagery

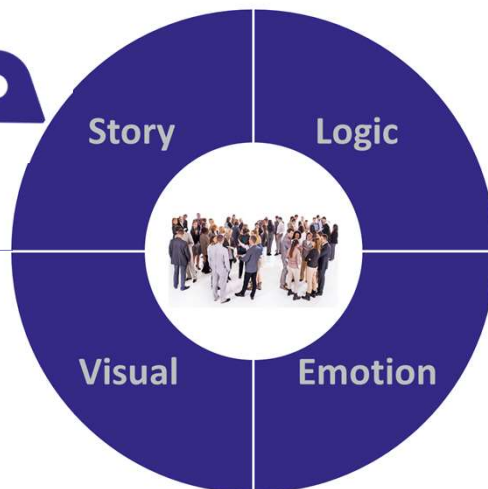


Logic
Why
Empirical Evidence

Emotion
Why
Personal Feelings

The Compelling Why Model

Story
Why
Characters and a Plot

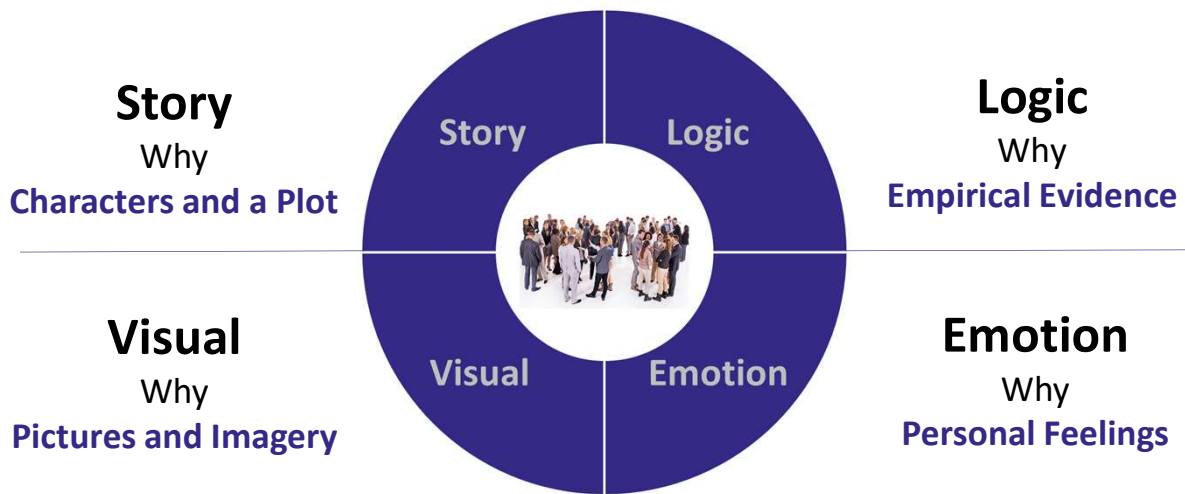


Logic
Why
Empirical Evidence

Visual
Why
Pictures and Imagery

Emotion
Why
Personal Feelings

The Compelling Why Model



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Agenda

Craft a Compelling “Why”



Model



Application



Practice

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Application of the Compelling Why Model



Apply to

*"Mobilizing People to Deliver Results"
aka Change Management*

Apply to

Any Project or Change Initiative

Logic/Business Case 'Why'

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Craft a Compelling "Why": Inspire People to Take Action

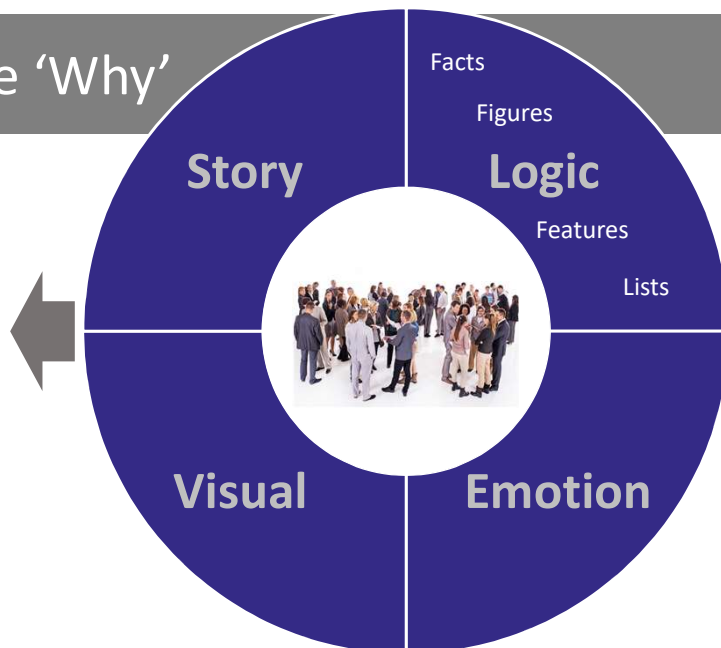
Name of Project or Change Initiative
Mobilizing People to Deliver Results (aka "Change Management")

Story: Imagination, Context, Action, Result

Logic: Facts, Figures, Features, Lists

Visual: Destination, Steps, Progress, Benefits

Emotion: Principles, Values, Beliefs, Ego



Craft a Compelling “Why”

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Emotion ‘Why’

Story
Imagination, Context, Action, Result

Logic
Facts, Figures, Features, Lists

Visual
Destination, Steps, Progress, Benefits

Emotion
Principles, Values, Beliefs, Ego

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Convey a Complex Concept as a Single Image

“How might we...”

PICTURE IS WORTH 1000 WORDS

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Craft a Compelling “Why”

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Visual ‘Why’

Story
Imagination
Context
Action
Result

Logic
Facts
Figures
Features
Lists

Emotion
Beliefs
Ego

Visual
Destination
Steps
Progress
Benefits

Logic also includes: Principles, Values

Emotion also includes: Beliefs, Ego

Visual also includes: Destination, Steps, Progress, Benefits

Emotion also includes: Principles, Values, Beliefs, Ego

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Harness Imagination Through a Well-Told Story

“How might we...”

Storytelling
connect people

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Craft a Compelling “Why”

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Story ‘Why’

Story
Imagination
Context
Action
Result

Logic
Facts
Figures
Features
Lists
Principles
Values

Visual
Destination
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Ego

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Challenge Accepted!

Send in your **VISUAL and STORY** ‘Why’ for Change Management

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Receive a free copy of

“Managing Resistance to Change”
Results from 2018 Resistance Management Study

OR

“Reinforcing and Sustaining Change Outcomes”
Results from 2018 Sustainment Study

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Agenda

Craft a Compelling “Why”



Model

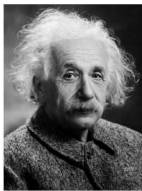


Application



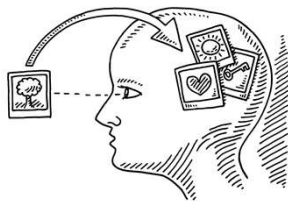
Practice

Practice the Compelling Why Model on Your Change



“If you can’t explain it **simply**, you don’t know it well enough.”


Albert Einstein (1879–1955), German-born theoretical physicist



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Blaise Pascal (1623–1662), French mathematician and philosopher

Example: Finesta Financial CI/360 Project

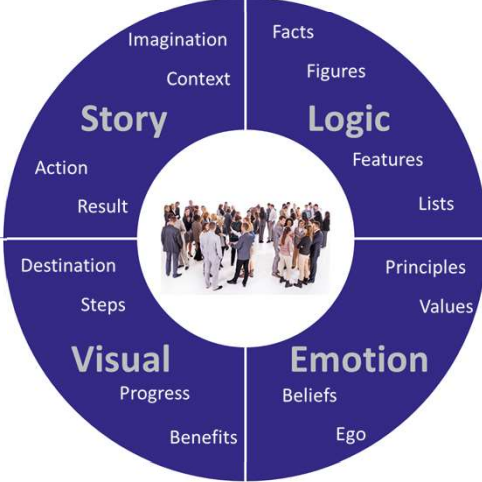


In the fast-changing and highly competitive financial services market, our clients expect us to know who they are and help them achieve their goals; not ours. Their success is our success.

Personalized Experience
Responsive. Proactive. Results.



“Working as one in CI/360”




- A 3-year project to capture client information, derive client insights and drive solution innovation
- Implement cloud-based CRM
- Improve sales revenue (10%, 20%, 30%) and client retention rates (25%, 50%, 75%)
- Standardize global data sets


- Transition from transactions to a **personalized customer experience**
- Innovative solutions that help client achieve their objectives **responsive and proactive**
- Empower employees to partner in **client success**

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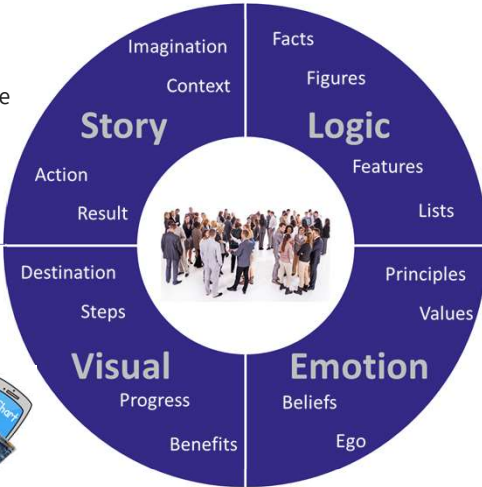
Example: EPIC Systems for Electronic Health Records



An "epic" is a glorious recounting of a nation's events. Like the Iliad or the Odyssey, our electronic health records **chronicle the story of a patient's healthcare over time.**



Our software is used in ...



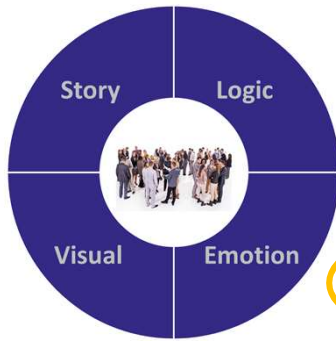
- Electronic health records for large healthcare organizations and academic medical centers
- Hospitals that use this software hold medical records of 54% of patients in the United States
- Voted top overall software suite in the 2018 Best in KLAS awards

- Software to help people get well, help people stay well, and help future generations be healthier

“with the patient at the heart”

SOURCE: Epic.com
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Application of the Compelling Why Model



Apply to

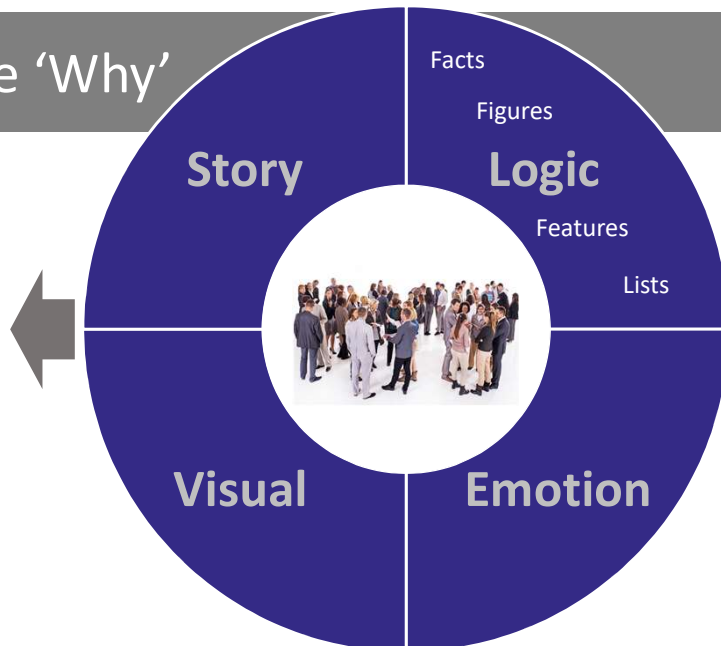
*"Mobilizing People to Deliver Results"
aka Change Management*

Apply to

Your Project or Change Initiative

Logic/Business Case 'Why'

Story: Imagination, Context, Action, Result	Logic: Facts, Figures, Features, Lists
Visual: Destination, Steps, Progress, Benefits	Emotion: Principles, Values, Beliefs, Ego



Craft a Compelling "Why"

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Emotion 'Why'

Story
Imagination, Context, Action, Result

Logic
Facts, Figures, Features, Lists

Visual
Destination, Steps, Progress, Benefits

Emotion
Beliefs, Values, Principles, Ego

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Craft a Compelling "Why": Inspire People to Take Action
Name of Project or Change Initiative

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Visual 'Why'

Story
Imagination, Context, Action, Result

Logic
Facts, Figures, Features, Lists

Visual
Destination, Steps, Progress, Benefits

Emotion
Beliefs, Values, Principles, Ego

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Craft a Compelling "Why": Inspire People to Take Action
Name of Project or Change Initiative

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Craft a Compelling “Why”

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Story ‘Why’

The diagram is a large circle divided into four quadrants, each representing a different aspect of a compelling 'Why':

- Story (Top-Left):** Imagination, Context, Action, Result.
- Logic (Top-Right):** Facts, Figures, Features, Lists.
- Visual (Bottom-Left):** Destination, Steps, Progress, Benefits.
- Emotion (Bottom-Right):** Principles, Values, Beliefs, Ego.

In the center of the circle is a photograph of a diverse group of business professionals in a meeting or conference setting.

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 Name of Project or Change Initiative
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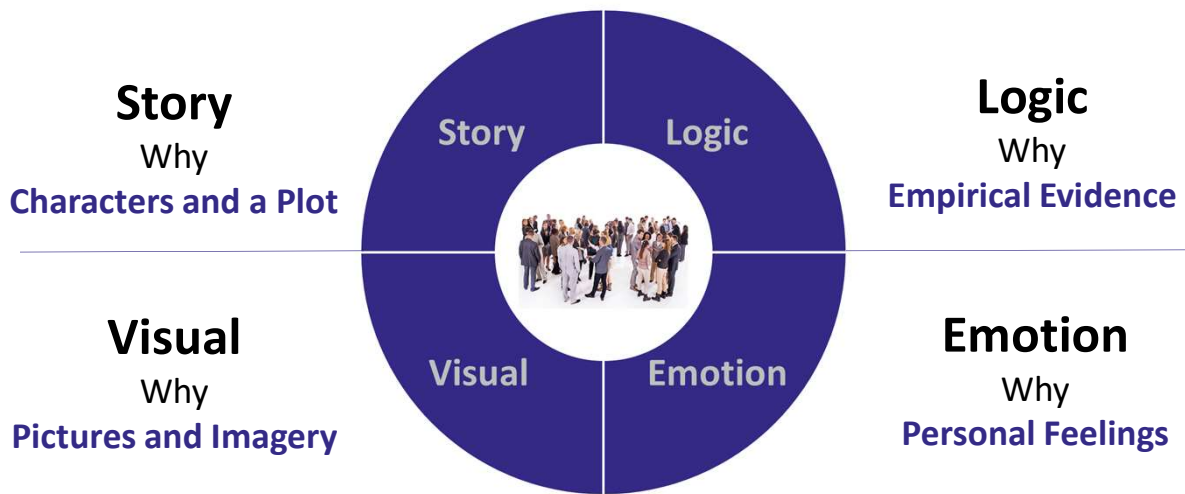
An Audience-Specific ‘Why’ Inspire Different People to Take Action

The image shows a diverse group of business professionals in a meeting or conference setting. Four blue speech bubbles are overlaid on the image, identifying different audience segments:

- Sponsors
- Managers and Supervisors
- Project Teams
- Impacted Employees (ADKAR)

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The Compelling Why Model



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Delivering organizational results by
catalyzing individual transitions

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Build individual change competencies
Apply change management on initiatives
Embed organizational change capability