



# **Psychology of Transformation**

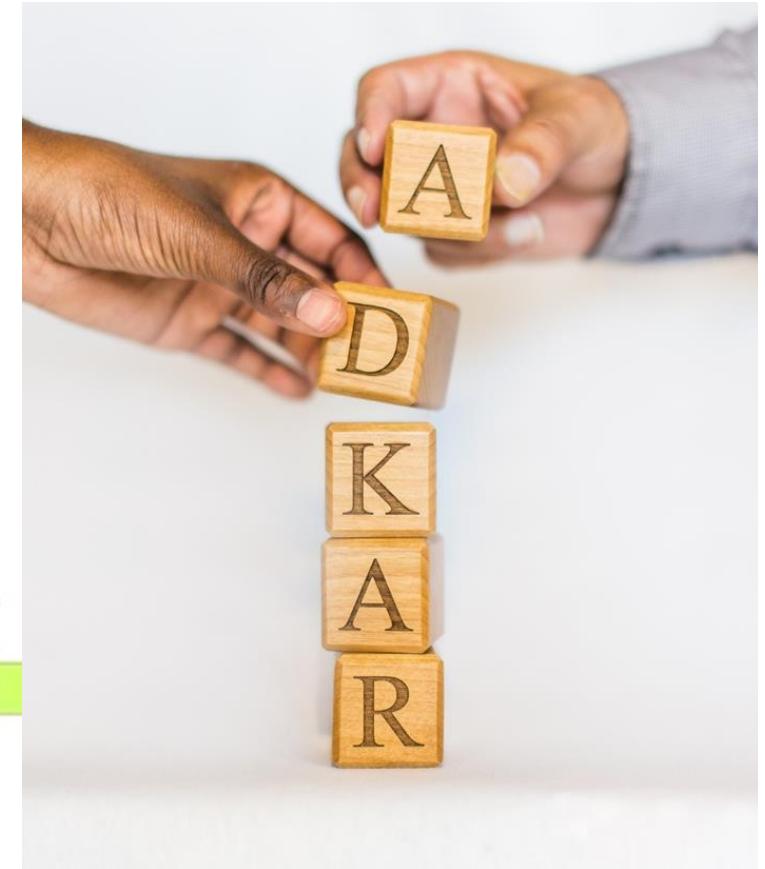
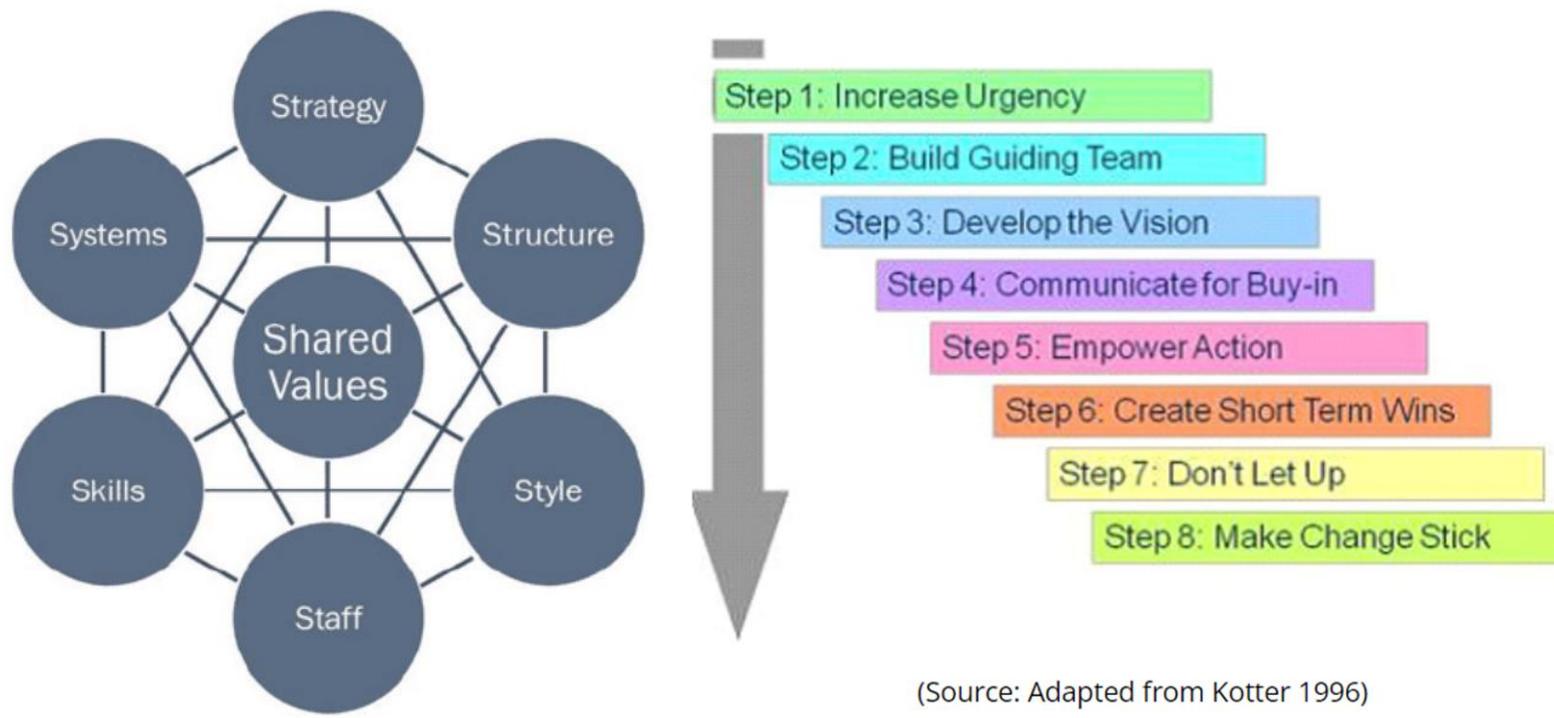
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# Objectives

1. Out of Scope : OCM Frameworks Tools of Trade
2. Psychological Considerations for Transformation Leaders
3. Kubler Ross - Psychology of Grief
4. William Bridges Transition Model
5. So What , Now What : End, Middle , New Beginning
6. Interactive Discussion – Leading Change



# Out of Scope : OCM Frameworks – Tools of Trade



Pulse – Engagement Surveys ( NPS – Engagement Index )

# Psychological Considerations

## *Evolutionary Psychology*

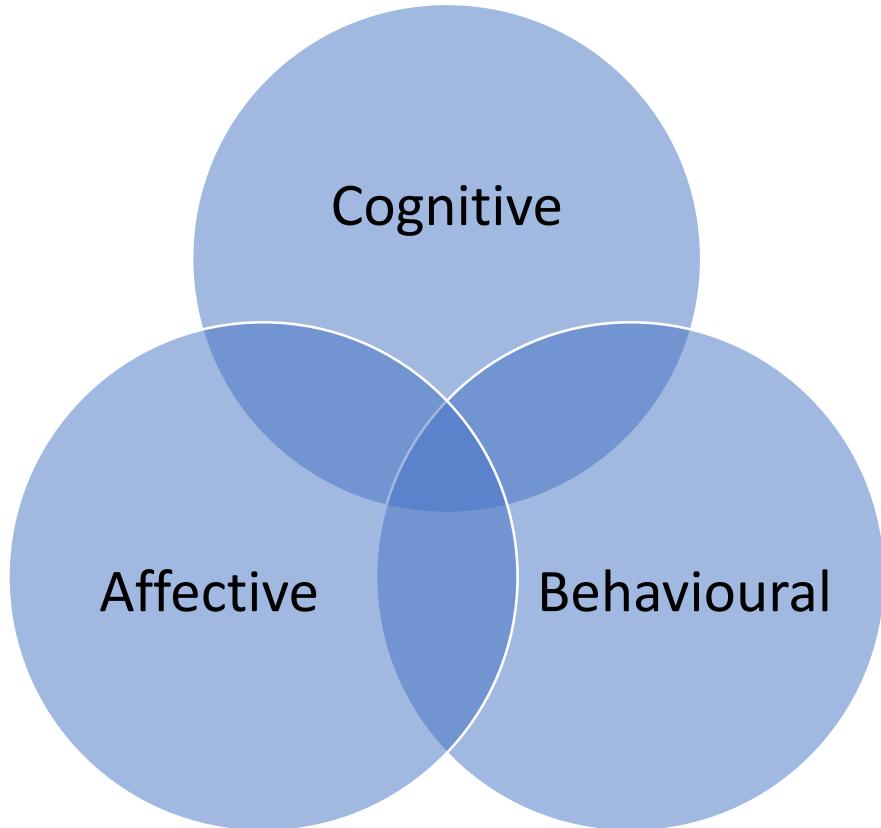
- Reptilian Brain - Physiology
- Limbic System - Emotions
- Neo Cortex - Cognition
- Fight or Flight Response

## *Perception*

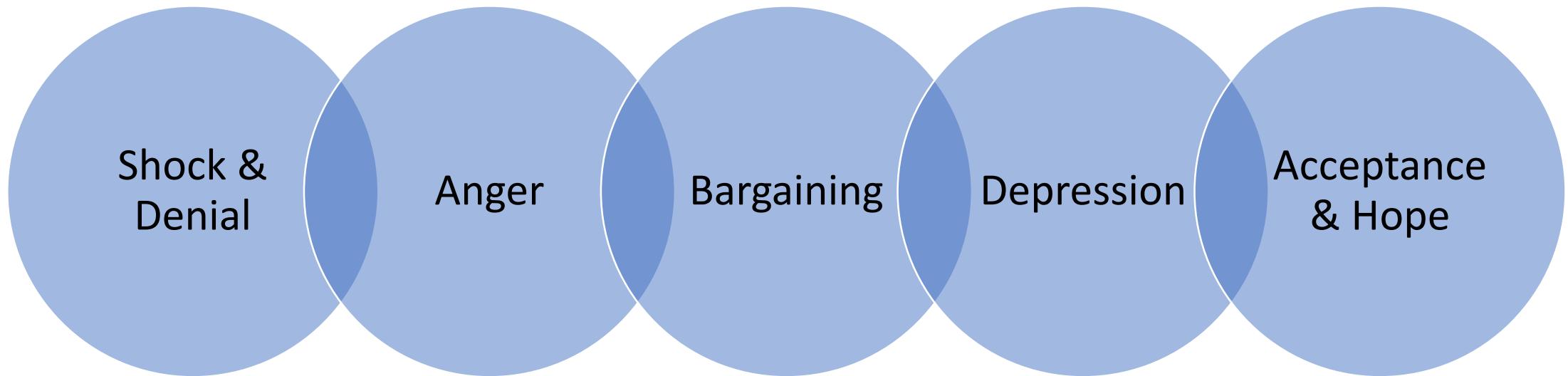
- Social Learning Theory
- Heuristics – Bias
- Magic Number - 7



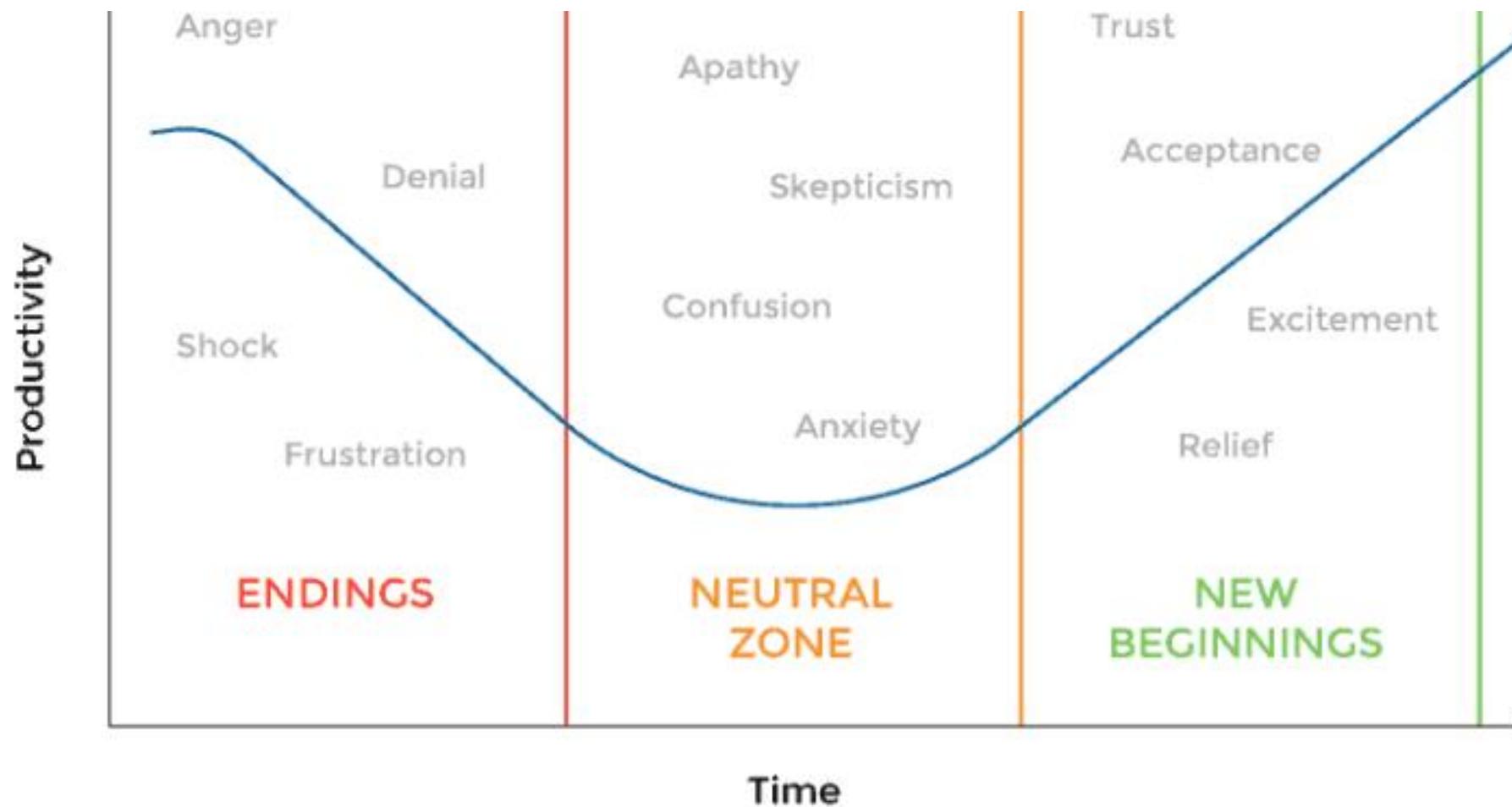
# Where Change Occurs?



# Psychology of Grief – Kubler Ross



# Bridges Transition Model



So.

What does this  
mean for our  
people?

How might we  
apply these  
insights as leaders  
of transformation?

# Ending

Expect the signs of grieving

Don't be surprised by overreaction

Compensate for the losses

Acknowledge and express concern

Define what's over & what isn't

Mark the Endings

Treat the past with respect  
Honour it

Communicate  
Communicate  
Communicate

Supportive Behaviours – Solution Focused mindset – Story Telling – Perception – Early Adopters – On the Fence – Blockers – Grief CISD – Walk the Talk – “Funeral”

# Neutral Zone

Normalize the Neutral Zone

Redefine It

Create temporary systems for the neutral zone

Transition Monitoring Team

Harness Creativity

Communicate Communicate Communicate

Ask Me Anything (Head – Heart – Hand ) – Pulse - Engagement Surveys - Task Groups ( Technical – New System or Organizational integration ) Focus Groups ( Design Thinking ) Micro Learning – Learning – Town Halls

# New Beginnings

Purpose

Picture

Create a  
Plan

A Part to  
Play

Chart a Virtuous Cycle – Story Telling “Power of Context / Why”  
Info Graphics – Embed Hard & Soft Elements in your Talent Management  
Pulse Surveys ( Early Adoption, Fence , Blockers )

# Leading Change

Interactive Discussion