



# **Psychology of Transformation**

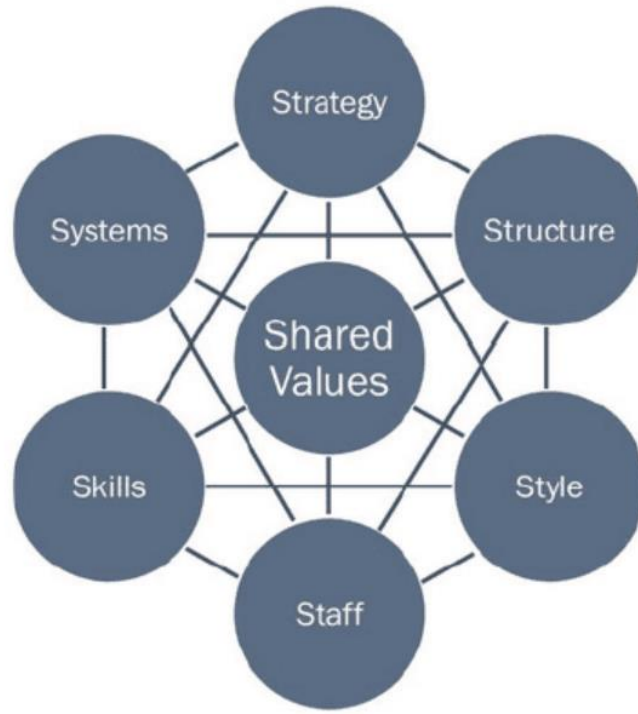
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# Objectives

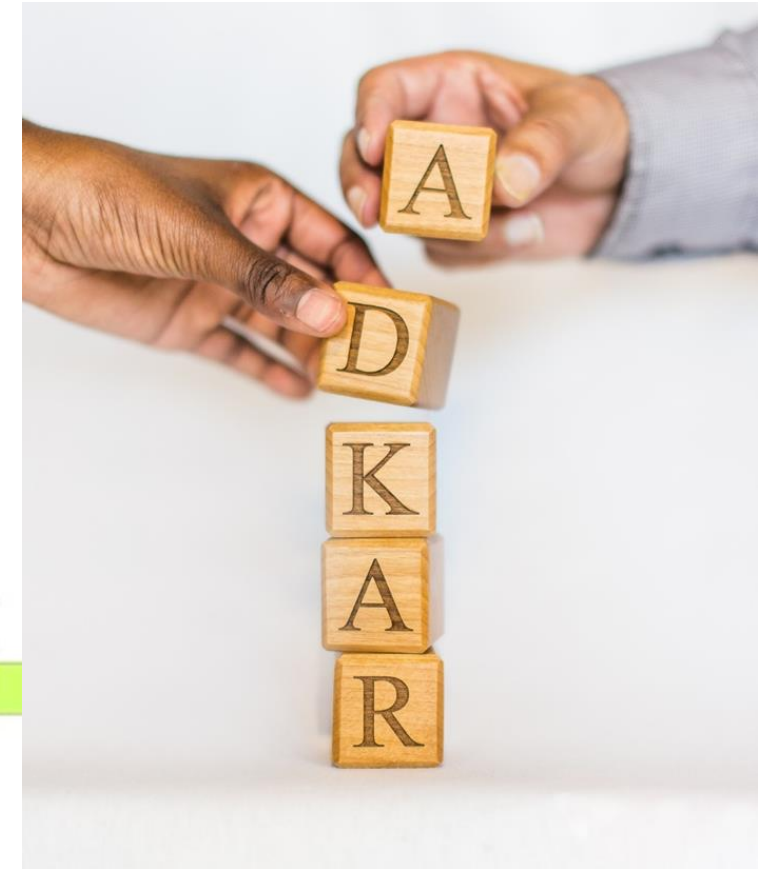
1. Out of Scope : OCM Frameworks Tools of Trade
2. Psychological Considerations for Transformation Leaders
3. Kubler Ross - Psychology of Grief
4. William Bridges Transition Model
5. So What , Now What : End, Middle , New Beginning
6. Interactive Discussion – Leading Change



# Out of Scope : OCM Frameworks – Tools of Trade



(Source: Adapted from Kotter 1996)



**Pulse – Engagement Surveys ( NPS – Engagement Index )**



# Psychological Considerations

## *Evolutionary Psychology*

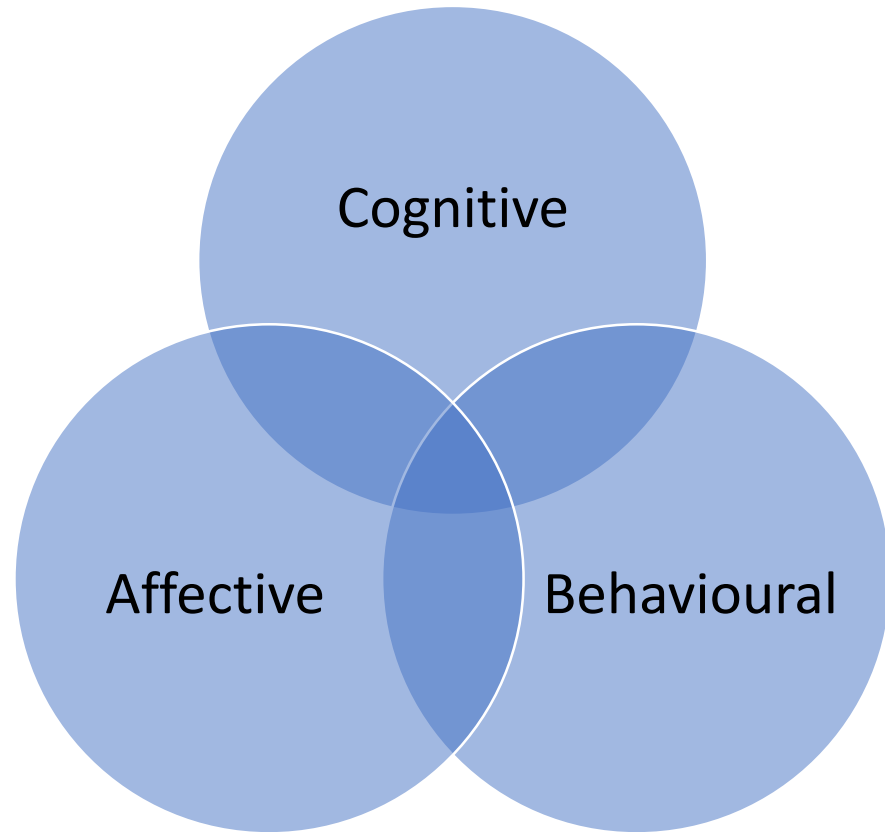
- Reptilian Brain - Physiology
- Limbic System - Emotions
- Neo Cortex - Cognition
- Fight or Flight Response

## *Perception*

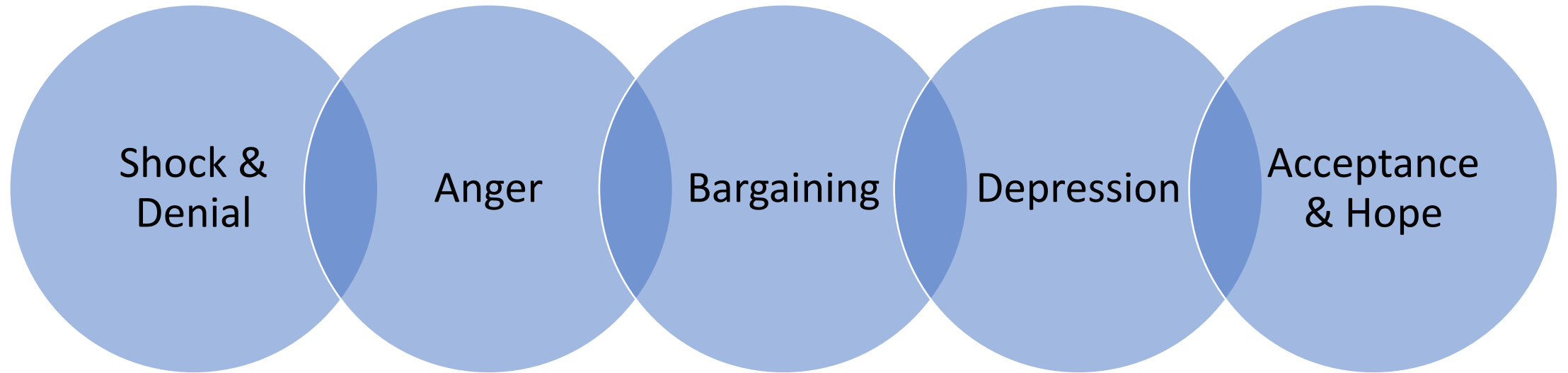
- Social Learning Theory
- Heuristics – Bias
- Magic Number - 7



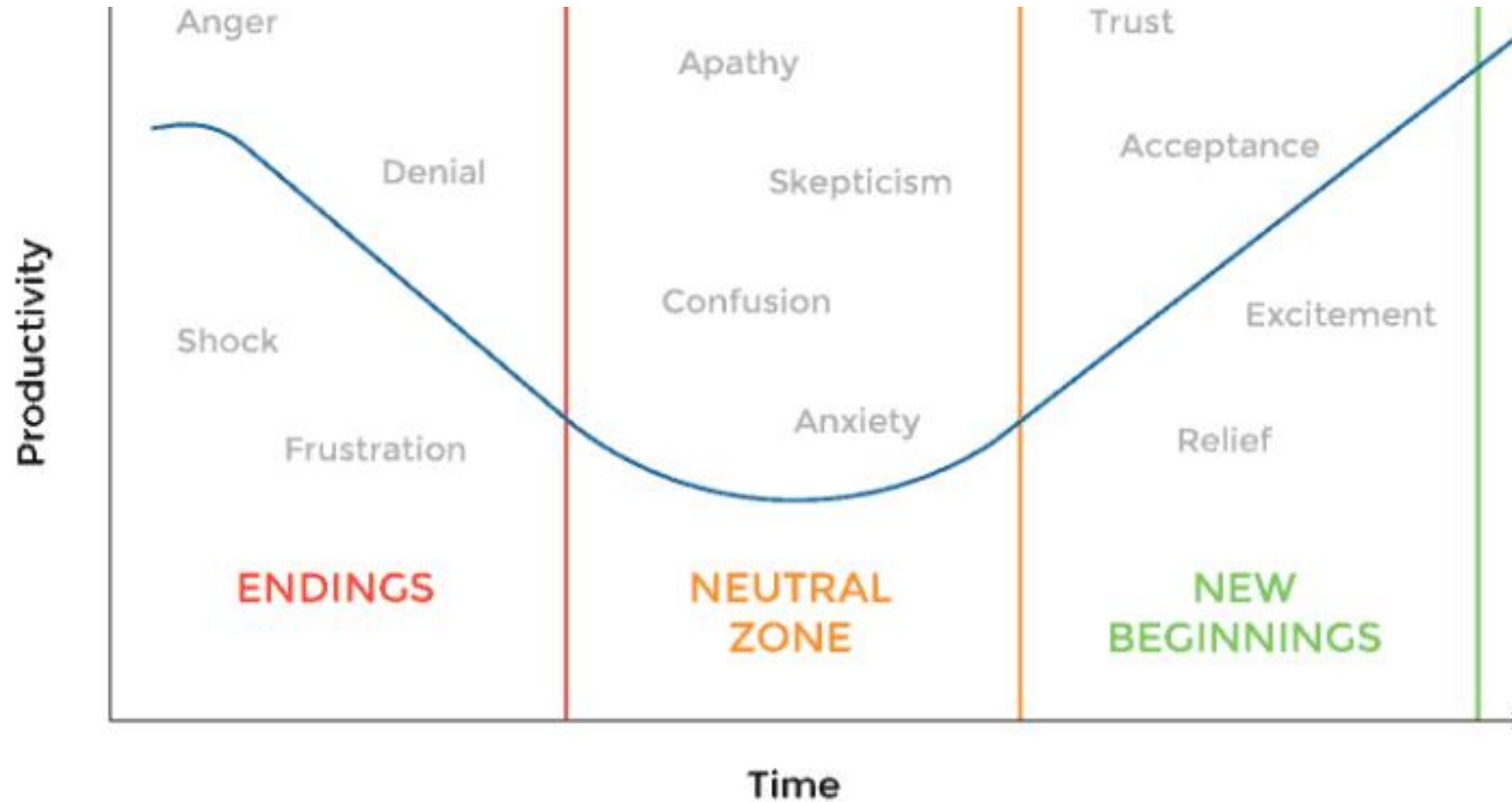
# Where Change Occurs?



# 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