

5 Things to Help You Lead Change

The toughest part about making something happen is waiting for others to catch on. Am I right!? Here are five things to help you stay the course as you try to pitch a project, champion a strategy, and win people over to embrace change of any kind. Don't miss this: **it's less about technique and more about attitude.**

1. Make It All About the WHY

If we focus on the mechanics of the change, people will constantly feel the frustration instead of the win.

What makes the change of letting go to what we're used to worth it? Paint a picture of a [preferred future](#) that affects us all. Relationships will strengthen as annoying little steps start to feel like mini wins on our way to a shared goal. Celebrate the first downs along the way to the end zone.

2. It's Not "All or Nothing"

We can't change everyone and everything all at once.

There are going to be several steps forward and a couple steps back along the way. Don't let that discourage you. It's like a golf game. You're going to have some good rounds and some bad ones. When you have a bad round, pick up your gear and move on to the next hole. A bad swing or lost ball never means it's time to walk off the course.

3. It's Not a Single Transaction

Rarely, if ever, is a one-size-fits-all roll out effective.

Some groups require more time than others and what works for one person won't work with the next. Build in time to navigate through different personalities to discover what motivates and builds trust for each person and group. Pick one or two to invest in first to build trust and create some key, visible wins. It will attract others to the cause and you'll gradually gain momentum and speed. Along the way, build ongoing checkpoints to keep processing the wins, the struggles, and the cost of standing still. **(Revisit #1.)**

4. It Takes Time

Whatever time you think it's going to take to roll something out, multiply by three.

It's not linear but multi-dimensional. There is more at play than we can see. With a little persistence and self-awareness, the stars will start to come into alignment down the road. It took about three years before I saw the tipping point for many initiatives I've led in the past—not the three months I projected.

5. It Is Ongoing

While you will build more advocates in your camp along the way, it will never be 100% consensus.

Keep working at it. There will always be new team members or difficult personalities unwilling or unable to change. What you can look forward to though, is the hard part being 20% of your job instead of 80%.

■ Next Steps *The Links*

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Kem is a veteran communications strategist and brand therapist who has spent three decades shaping communication for small business, big business, non-profits, tech, finance, PR, marketing, schools, and churches. Known for her one-of-a-kind approach to making complex things simple and making hard work fun, she's in demand for her ability to produce results for leaders and their organizations.

Fun fact: while Kem spends her time working in all industry sectors, she wrote [Less Chaos. Less Noise.](#) for congregations who need a little help communicating more effectively as they work to bring help to others.

■ KemMeyer.com *The Team*

Kem's handpicked team of professionals are known for being great at what they do. But, what drives them is helping other great people solve problems, put their vision in action, meet meaningful goals, and grow good things. They build systems, design brands, dismantle silos, organize communications, design team-building messaging, and equip leaders with the tools and know-how to bust barriers and amplify results.