



This Newsletter's Theme – Putting OCM into Action

The past 6 years have been quite a journey for Connectiviti. It all started with an idea, a small consulting firm that would complete mandates and build a practice. I remember getting certified in Change Management for the first time and thinking that all the projects would be the same: do some analysis, get a strategy approved and then communicate and train employees. Then it would be a done deal. Is that really what happens?

From consulting to passion

After doing quite a few projects, I learned that being certified is not enough. Every mandate is different. While strategies may be similar, the activities to make sure the change is a success are different because while organizations may be similar, the cultures and the way of doing business are different. We passed the last 2 years developing a toolkit with questionnaires, assessments, presentation templates for strategies and activities, and a methodology to work in an agile but efficient mode.

I found that making projects successful means that you have to convince lots of people that change management is an essential part of project management. You need to play politics, implicate top management and make them look good, work with Managers and engage them at the core of the activities to communicate and mobilize employees to move from situation A to situation B. To do all this, you have to be creative and passionate. Do you agree?

From passion to social media

In the past 2 years, my associate and I have worked hard to put together our new website and build our presence on social media. We spent nights and weekends building content for the [website](#), [Instagram](#), [Facebook](#), [LinkedIn](#), etc., learning new skills and dealing with business people who offered their services. That was not all easy, but we made it happen and eventually found the right partners.

And then in January, a university student specializing in Communications knocked on our door and asked us to invest in an internship. We gladly accepted and found this

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journey quite challenging but also quite growing. For the first time, we had to deal with differences in culture as we were two Generation X individuals who were trying to teach and coach a Millennium how to work in a small consulting firm.

From February to June of this year, we worked together to develop our social media tools and content and learned quite a lot about how this young generation thinks and about what motivates them. If you're interested, take a sneak peak of our intern's journey by reading Charles' article named [The Story of an Intern and the Way to Awareness](#).

From social media to helping people

And now, we are proud to launch our first newsletter, "The Conscious Change". Everyday we work hard to make difficult choices and try and convince people that managing change consciously is unavoidable.

"Why *the Conscious Change*?" would you ask. My partner and I found that after being implicated in over 75 projects in the past 15 years, small or large, that if you don't listen to employees, if you don't have a heart and care for people you work with, then the change will be half done. Does this mean all change projects are considered successful? No. And that is why we keep on sharing and helping people.

What's in the pipeline

In the past few years, we've seen certifications appear. But after you've done your 3 to 5 days of training, do you feel better equipped and prepared to deal with difficult executives, projects half managed, impossible deadlines? If you think like us, then you'd say no.

It takes time to build a practice and it seems that everyone talks about becoming an overnight sensation and being popular across the world in just a few clicks. Well, we are working really hard to bring you smart and constructive content. Here are a few things we plan on doing:

- Build and diversify knowledge
- Share some tools, what works and what works less
- Exchange about best practices with partners across the world
- Talk about coaching and what it means to change management.

Are you interested?

- **Share your thoughts** by leaving us a comment
- **Reach out and collaborate with us** to write some articles, and mostly
- **Feed that change passion** by writing at info@connectiviti.com

Stay tuned for our next newsletter and, if you appreciate all that you've read... share with others around you.

Stefan

Article: 10 attributes of an Effective Sponsor

According to the Project Management Institute (PMI) and the Project Management Body of Knowledge (PMBOK®) Guide, the Sponsor “is the person or group that provides the financial resources for the project.” As defined by Wikipedia.com, “... the Project Sponsor should be a senior executive of an organization who is responsible to the business for the success of the project.”



Why is this role so important? [Read more](#)

What are people talking about

While working on some mandates and exchanging with some great people out there on best practices and change management, we come across some interesting articles we find are worth sharing. Let us know what you think about them.

Why We Need To Rethink Organizational Change Management by Carsten Tams, Forbes

[Read More](#)

The 3 C's of Change Leadership by the Center for Creative Leadership

[Read More](#)

10 Principles of Leading Change Management by Aguirre & Alpern, Strategy & Business

[Read More](#)

Workshop: Leaders in the Context of Change

In this workshop, we talk about:

- Organizational context and market trends that influence your business
- Organizational culture, management processes and organization's predisposition to change
- Governance structures, change coalition and resistance to change

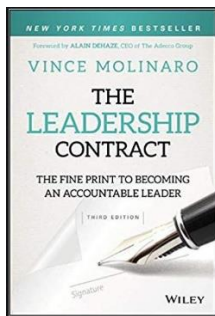
[Click here for more information](#)



Have you read this book?

Have you ever been imposed a book to read? Well, we've just been informed we need to read this for our next Leadership Forum. We've been talking for a while about making Managers and Leaders accountable across the organization. In today's business climate, leadership is both a trait and a specific set of skills. It's about trust, commitment, communication, and drive.

I have certainly enjoyed greatly this book and have learned about myself and what I really want. I hope you enjoy it!




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