

5 levers of change management

5 Levers of Change Management: Driving Transformation for Sustainable Success

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Editor: Edited by Robert Miller, a seasoned change management professional with 15+ years of experience leading complex organizational transformations across diverse industries. Mr. Miller's expertise lies in practical application of theoretical frameworks like the 5 levers of change management, ensuring the report's relevance and applicability.

Abstract: This report delves into the 5 levers of change management: Vision, Communication, Skills, Incentives, and Accountability. We will explore each lever in detail, providing evidence-based insights and practical strategies for effective implementation. Understanding and skillfully utilizing these levers are crucial for navigating the complexities of organizational transformation and achieving sustainable, positive change.

1. Introduction: Mastering the 5 Levers of Change Management

Organizational change is a constant in today's dynamic business environment. Successfully navigating this change requires a strategic approach. While various models exist, the 5 levers of change management framework offers a powerful and practical roadmap for guiding organizations through transitions. This framework emphasizes a multi-faceted approach, recognizing that lasting change requires attention to both the hard and soft aspects of organizational transformation. The 5 levers of change management are not mutually exclusive; they are interdependent and require a holistic approach for maximum impact.

1. Lever 1: Vision - Setting the Course for Transformation

A compelling vision is the cornerstone of any successful change initiative. Kotter's 8-Step Change Model highlights the importance of establishing a clear vision as the first critical step. Research by McKinsey & Company consistently demonstrates a strong correlation between a clearly articulated vision and successful change implementation. A strong vision provides direction, motivates employees, and aligns efforts across the organization. It should be concise, inspiring, and readily understood by all stakeholders. This lever involves not just creating the vision but also ensuring its effective communication and internalization throughout the organization.

1. Lever 2: Communication - Building Transparency and Engagement

Effective communication is crucial throughout the change process. Research by the CIPD (Chartered Institute of Personnel and Development) emphasizes the vital role of open and transparent communication in minimizing resistance to change and fostering employee buy-in. This lever involves establishing multiple communication channels, tailoring messages to different audiences, and creating opportunities for two-way dialogue. Active listening, feedback mechanisms, and addressing employee concerns are essential for building trust and mitigating anxieties associated with change. The use of multiple communication channels (town halls, emails, intranet, etc.) ensures broader reach and caters to varied communication preferences.

1. Lever 3: Skills - Equipping Employees for Success

Change often requires employees to acquire new skills and competencies. A study by Bersin by Deloitte highlighted the crucial role of upskilling and reskilling in successful change initiatives. This lever involves identifying skill gaps, providing relevant training and development opportunities, and ensuring employees have the necessary tools and resources to perform their roles effectively in the new environment. This may include technical training, leadership development programs, or coaching initiatives tailored to individual needs. Investment in human capital is a critical aspect of this lever within the 5 levers of change management.

1. Lever 4: Incentives - Motivating and Rewarding Progress

Rewarding desired behaviors and accomplishments is vital for driving change. Research in behavioral economics demonstrates the power of incentives in shaping individual actions. This lever involves aligning individual and organizational goals, designing appropriate reward systems, and recognizing and celebrating achievements. Incentives can be monetary (bonuses, raises) or non-monetary (recognition, promotions, opportunities for growth). Fairness and transparency in the design and implementation of incentive programs are critical for building trust and maximizing their effectiveness. This forms a vital component of the 5 levers of change management.

1. Lever 5: Accountability – Ensuring Ownership and Follow-Through

Establishing accountability is critical for ensuring that change initiatives are implemented effectively and efficiently. This lever involves clearly defining roles and responsibilities, setting measurable goals, tracking progress, and providing timely feedback. Accountability mechanisms should be transparent and fair, holding individuals and teams responsible for their contributions to the change process. Regular monitoring and adjustments are necessary to address challenges and ensure that the initiative remains on track. This lever plays a crucial role in the success of the 5 levers of change management.

1. Integrating the 5 Levers for Holistic Change Management

The effectiveness of the 5 levers of change management lies in their synergistic application. Each lever reinforces and supports the others, creating a powerful and comprehensive approach to managing organizational change. For example, a compelling vision (Lever 1) needs effective communication (Lever 2) to reach and motivate employees. Providing training (Lever 3) empowers individuals to adapt to the changes, while incentives (Lever 4) and accountability (Lever 5) ensure commitment and sustained effort.

1. Conclusion:

The 5 levers of change management – Vision, Communication, Skills, Incentives, and Accountability – provide a robust framework for driving successful organizational transformation. By strategically leveraging these elements, organizations can effectively navigate change, mitigate resistance, and foster a culture of adaptability and innovation. However, successful implementation requires a holistic approach, recognizing the interconnectedness of these levers and adapting the strategy to the specific context of the organization and the change initiative. The successful application of the 5 levers of change management leads to improved organizational performance, increased employee engagement, and sustainable competitive advantage.

FAQs

1. What happens if one lever is neglected in the 5 levers of change management? Neglecting even one lever can significantly weaken the entire change initiative. For example, a great vision without clear communication can lead to confusion and resistance.

1. How can I measure the success of my change management initiative using the 5 levers? Use

metrics like employee engagement surveys, project completion rates, and feedback from stakeholders to assess the effectiveness of each lever.

1. How does the 5 levers framework differ from other change management models? While similar models exist (e.g., Kotter's 8-Step Model), the 5 levers offer a more practical and actionable framework focused on specific, interlinked elements.
1. Can the 5 levers be applied to small-scale changes? Yes, the principles are adaptable to both large-scale transformations and smaller, incremental changes.
1. What if employees resist the change even after implementing the 5 levers? Address resistance proactively through open communication, addressing concerns, and providing additional support and training.
1. How can leadership ensure buy-in for the 5 levers of change management? Leaders must model the desired behaviors, actively participate in the process, and clearly communicate the importance of the change initiative.
1. What role does organizational culture play in the success of the 5 levers? A supportive and adaptable organizational culture is crucial for successful change implementation.
1. How can technology support the implementation of the 5 levers of change management? Technology can enhance communication, training delivery, performance monitoring, and feedback mechanisms.
1. What are some common pitfalls to avoid when implementing the 5 levers? Common pitfalls include inadequate planning, poor communication, lack of employee involvement, insufficient resources, and neglecting feedback.

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5 levers of change management: Making Sense of Change Management Esther Cameron, Mike Green, 2015-03-03 The definitive, bestselling text in the field of change management, *Making Sense of Change Management* provides a thorough overview of the subject for both students and professionals. Along with explaining the theory of change management, it comprehensively covers the models, tools, and techniques of successful change management so organizations can adapt to tough market conditions and succeed by changing their strategies, structures, boundaries, mindsets, leadership behaviours and of course their expectations of the people who work within them. This completely revised and updated 4th edition of *Making Sense of Change Management* includes more international examples and case studies, emerging new thinking and practice in the area of cultural change and a new chapter on the interrelationship with project management (PM) and change management. It also covers complexity models, agile approaches, and stakeholder management along with cultural sensitivity and what to do when cultures collide. *Making Sense of Change Management* remains essential reading for anyone who is currently part of, or leading, a change initiative. Online supporting resources include lecture slides, making this an ideal textbook for MBA or graduate students focusing on leading or managing change.

5 levers of change management: Five Levers to Improve Learning Tony Frontier, James Rickabaugh, 2014-01-08 Why have decades of school reform had so little measurable effect on student achievement? Why have billions of dollars spent on technology, small-school initiatives, and school-choice options failed to improve our schools? Too often, educators are simply pulling the wrong levers, say Tony Frontier and James Rickabaugh. They explain that the various components of schooling fall into five categories: structure, sample, standards, strategy, and self. Understanding how these five “levers” work—and their relative power—can help unlock the potential for lasting improvements in teaching and learning. The authors show readers that changes to structure and sample (how schools are organized and how students are grouped) will not be effective without changes to standards (expectations for student learning), strategy (instructional strategies to engage students in meaningful learning), and self (the set of beliefs teachers and students have about their capacity to be effective). At the heart of this book is a simple message for teachers, administrators, board members, and education policymakers at all levels: the key to success is not doing more work and making more changes, but doing the right work, and making the right changes.

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5 levers of change management: Big Change, Best Path Warren Parry, 2015-10-03
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Using ground-breaking modelling, *Big Change, Best Path* brings unique insights to the dynamics and

process of organizational change, understanding success and failure, defining and describing the drivers and conditions of change, and the patterns and paths of organizational change. Author Warren Parry from Accenture Strategy shows that a whole new way of managing change is possible, from empirical benchmarking, predictive approaches that highlight the specific actions needed at any point of a change programme, and visualization for senior managers to show how each part of an organization is responding. The author also challenges many of the myths of change management and the dynamics of how organizations respond to change, clearly showing the common pitfalls and misunderstandings. *Big Change, Best Path* explains a new, more analytical way and process for driving successful change, and presents a ground-breaking vision for the future of how organizations can become more agile and resilient.

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5 levers of change management: *Change Management* Thomas Lauer, 2020-10-22 This book provides a compact overview of the topic of change management. It contains a comprehensible introduction to the basics and techniques of organizational change and provides practical information on the most important success factors. The reading is suitable for practitioners as well as for courses at colleges and universities. Topics such as stakeholder analysis, the use of the Social Intranet for communication and idea generation or intrapreneurship programs and a whole range of new case studies complete this comprehensive work. This book is a translation of the original German 3rd edition *Change Management* by Thomas Lauer, published by Springer-Verlag GmbH Germany, part of Springer Nature in 2019. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation. Springer Nature works continuously to further the development of tools for the production of books and on the related technologies to support the authors.

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companies including Twitter and Viacom. They offer a tested method for leading successful change, which they have developed over a combined 50 years of helping organizations do just that.

5 levers of change management: Leading and Implementing Business Change Management David J. Jones, Ronald J. Recardo, 2013-07-18 Being change capable is the new normal for today's growth-minded organizations. The do more with less strategies of the past are no longer effective in preparing organizations to meet the increasing challenges for growth, competitiveness and innovation required of them in this new era. Business change challenges including customer and market shifts, legal and regulatory requirements, strategic redirection, acquisitions, strategic partnerships, and cultural transformation are demanding that organizations effectively and efficiently manage change across multiple dimensions. To reach this level of change capability, organizations must adopt an integrated, balanced and customized approach to change management. Change management is addressed from the unique perspective of both its foundational concepts as well as practical application. Using an integrated, scalable and flexible framework, this book provides tools which can be readily customized and applied to initiatives across or within stages of the business change management lifecycle, from assessing the need for change, through planning the change initiative, designing a balanced change solution which integrates the people, process, and project management elements, through deploying and institutionalizing the change. Common risks associated with failed or stalled change initiatives are presented with best practices and key topics associated with change management are explored and illustrated through real-life case studies. Aimed at both the professionals within organizations and post graduate students and researchers within business strategy, organizational behaviour and change management disciplines, this book will provide a conceptual understanding of change management and a roadmap with a supporting toolbox for leading and implementing change that sticks.

5 levers of change management: *Culture Transformation* Phil Geldart, 2014-12-12 e; A true culture transformation should outlast the management that initiated it. e; In his latest book, Phil Geldart, CEO of Eagle's Flight, discusses: How and where to start Measuring the impact The role of leadership How to change behavior The importance of conviction Who should do what The role of HR and substantially more... The book also includes an action planning workbook with the 30 most crucial questions to address in order to ensure success.

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benefits to human health, security, prosperity, and well-being—giving us every reason to see this planetary crisis as an opportunity to create a just and livable world.

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5 levers of change management: Managing Change in Organizations Colin A. Carnall, 2007 *Managing Change in Organisations* provides a practical and thorough overview of how effective change can be achieved in organizations. The text is ideal for advanced undergraduates, MBA and postgraduate students on courses in managing change and organisational change. Colin Carnall takes a strategic approach, outlining guidance and techniques for planning and implementing, evaluating and learning from major organizational change. Reviewing traditional and more recent critical theories, he also presents models and frameworks for change that are apt for the complex and fast-moving challenges of contemporary organizations.

5 levers of change management: The Effective Change Manager's Handbook Richard Smith, David King, Ranjit Sidhu, Dan Skelsey, APMG, 2014-11-03 *The Effective Change Manager's Handbook* helps practitioners, employers and academics define and practise change management successfully and develop change management maturity within their organization. A single-volume learning resource covering the range of knowledge required, it includes chapters from established thought leaders on topics ranging from benefits management, stakeholder strategy, facilitation, change readiness, project management and education and learning support. *The Effective Change Manager's Handbook* covers the whole process from planning to implementation, offering practical tools, techniques and models to effectively support any change initiative. The editors of *The Effective Change Manager's Handbook* - Richard Smith, David King, Ranjit Sidhu and Dan Skelsey - are all experienced international consultants and trainers in change management. All four editors worked on behalf of the Change Management Institute to co-author the first global change management body of knowledge, *The Effective Change Manager*, and are members of the APMG International examination panel for change management.

5 levers of change management: Change Management Robert A. Paton, Rob Paton, James McCalman, 2000-05-02 'Change Management is a well-structured and well-written book which has wide appeal for undergraduates, postgraduates and practitioners. It provides a comprehensive coverage of the issues related to organizational change and its management. It has a good, coherent structure which starts with a definition of change and a general examination of the antecedent factors, as well as the skills and competencies required of managers in facilitating the change process.... The style and content of the book are of an extremely high quality, indicating the book's deserved reputation as a core textbook in this area' - *Leadership and Organization Development Journal* This new and updated edition of the highly successful MBA and undergraduate text on

change management uses current examples with a strategic focus to guide students through the issues and processes associated with managing change. The new edition: - provides a framework for applying different models to different scenarios; - offers proactive approaches to change that relate to business performance; - gives practical, step-by-step means of handling change; - illustrates with up-to-date real-life case studies. Students using Change Management will gain a greater understanding that effective solutions to change problems need to combine technological, organizational and people-oriented strategies. In this sense the book adopts a process-based approach to management. It will also encourage students to familiarize themselves with the different contingencies that affect management and the most effective measures for dealing with them.

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5 levers of change management: The Critical Few Jon R. Katzenbach, James Thomas, Gretchen Anderson, 2019-01-16 In a global survey by the Katzenbach Center, 80 percent of respondents believed that their organization must evolve to succeed. But a full quarter of them reported that a change effort at their organization had resulted in no visible results. Why? The fate of any change effort depends on whether and how leaders engage their culture: the self-sustaining patterns of behaving, feeling, thinking, and believing that determine how things are done in an organization. Culture is implicit rather than explicit, emotional rather than rational—that's what makes it so hard to work with, but that's also what makes it so powerful. For the first time, this book lays out the Katzenbach Center's proven methodology for identifying your culture's four most critical elements: traits, characteristics that are at the heart of people's emotional connection to what they do; keystone behaviors, actions that would lead your company to succeed if they were replicated at a greater scale; authentic informal leaders, people who have a high degree of emotional intuition or social connectedness; and metrics, integrated, thoughtful measures to track progress, encourage the self-reinforcing cycle of lasting change and link to business performance. By leveraging these critical few elements, you can tap into a source of catalytic change within your organization. People will make an emotional, not just a rational, commitment to new initiatives. You will elicit enthusiasm and creativity and build the kind of powerful company that people recognize for its innate value and effectiveness.

5 levers of change management: Rapid Transformation Behnam N. Tabrizi, 2007 Shows you how to accomplish successful transformational change in your firm in just 90 days. Based on ten years of research into more than 500 leading companies - including 3M, IBM, GE, Nissan, Apple, Bay Networks, Verisign, HP and Best Buy - this book demystifies fast, effective change and lays out a roadmap for achieving it.

5 levers of change management: Good Strategy Bad Strategy Richard Rumelt, 2011-07-19 Good Strategy/Bad Strategy clarifies the muddled thinking underlying too many strategies and provides a clear way to create and implement a powerful action-oriented strategy for the real world. Developing and implementing a strategy is the central task of a leader. A good strategy is a specific and coherent response to—and approach for—overcoming the obstacles to progress. A good strategy works by harnessing and applying power where it will have the greatest effect. Yet, Rumelt shows

that there has been a growing and unfortunate tendency to equate Mom-and-apple-pie values, fluffy packages of buzzwords, motivational slogans, and financial goals with “strategy.” In *Good Strategy/Bad Strategy*, he debunks these elements of “bad strategy” and awakens an understanding of the power of a “good strategy.” He introduces nine sources of power—ranging from using leverage to effectively focusing on growth—that are eye-opening yet pragmatic tools that can easily be put to work on Monday morning, and uses fascinating examples from business, nonprofit, and military affairs to bring its original and pragmatic ideas to life. The detailed examples range from Apple to General Motors, from the two Iraq wars to Afghanistan, from a small local market to Wal-Mart, from Nvidia to Silicon Graphics, from the Getty Trust to the Los Angeles Unified School District, from Cisco Systems to Paccar, and from Global Crossing to the 2007–08 financial crisis. Reflecting an astonishing grasp and integration of economics, finance, technology, history, and the brilliance and foibles of the human character, *Good Strategy/Bad Strategy* stems from Rumelt’s decades of digging beyond the superficial to address hard questions with honesty and integrity.

5 levers of change management: Organisational Change Christian Louis Van Tonder, 2004

5 levers of change management: Real Time Strategic Change Robert W. Jacobs, 1997-09-11 With *Real Time Strategic Change*, Robert Jacobs advocates a complete redesign of the way organisations change, and provides a practical guide through the entire change process.

5 levers of change management: Leading Change John P. Kotter, 2012 From the ill-fated dot-com bubble to unprecedented merger and acquisition activity to scandal, greed, and, ultimately, recession -- we've learned that widespread and difficult change is no longer the exception. By outlining the process organizations have used to achieve transformational goals and by identifying where and how even top performers derail during the change process, Kotter provides a practical resource for leaders and managers charged with making change initiatives work.

5 levers of change management: Leading Change in Multiple Contexts Gill Robinson Hickman, 2009-07-15 The first book to bring together both leadership and change theories, concepts, and processes, *Leading Change in Multiple Contexts* uses a consistent framework and the latest research to help readers understand and apply the concepts and practices of leading change. Key Features Brings together leadership and change concepts and practices in five distinct contexts—organizational, community, political, social change, and global Draws from a wide range of classic and recent scholarship from multiple disciplines Includes the perspectives of change and leadership experts Offers real-life vignettes that provide examples of leading change in every context Provides readers with application and reflection exercises that allow them to apply leadership and change concepts to their experiences *Leading Change in Multiple Contexts* is designed for undergraduate and graduate courses in Change Management, Leadership, Organizational Behavior, Organizational Development, and Leadership and Change offered in departments of business, education, communication, and public administration, as well as programs focusing on leadership, public policy, community activism, and social change.

5 levers of change management: Power and Influence John P. Kotter, 1985 In today's complex work world, things no longer get done simply because someone issues an order and someone else follows it. Most of us work in socially intricate organizations where we need the help not only of subordinates but of colleagues, superiors, and outsiders to accomplish our goals. This often leaves us in a power gap because we must depend on people over whom we have little or no explicit control. This is a book about how to bridge that gap: how to exercise the power and influence you need to get things done through others when your responsibilities exceed your formal authority. Full of original ideas and expert insights about how organizations—and the people in them—function, *Power and Influence* goes further, demonstrating that lower-level personnel also need strong leadership skills and interpersonal know-how to perform well. Kotter shows how you can develop sufficient resources of unofficial power and influence to achieve goals, steer clear of conflicts, foster creative team behavior, and gain the cooperation and support you need from subordinates, coworkers, superiors—even people outside your department or organization. He also shows how you can avoid the twin traps of naivete and cynicism when dealing with power

relationships, and how to use your power without abusing it. Power and Influence is essential for top managers who need to overcome the infighting, foot-dragging, and politicking that can destroy both morale and profits; for middle managers who don't want their careers sidetracked by unproductive power struggles; for professionals hindered by bureaucratic obstacles and deadline delays; and for staff workers who have to manage the boss. This is not a book for those who want to grab power for their own ends. But if you'd like to create smooth, responsive working relationships and increase your personal effectiveness on the job, Kotter can show you how—and make the dynamics of power work for you instead of against you.

5 levers of change management: Strategic Change Colin A. Carnall, 1997 Managing major or strategic change now demands the ability to visualise the future, to see what might happen, and to estimate how the organization might respond. Through a selection of key articles on strategic change from authors such as Senge, Handy, Argyris and Prahalad and Doz, Carnall examines how we can understand the process of change and how we can use this knowledge to create the future. These articles look at: *networked organizations *market induced changes for internal and external markets *culture change *learning organization *globalisation This book also includes new material on how to create programmes of change to maximise learning as well as topical approaches such as process re-engineering, time-based management and corporate bench-marking. Students on MBA and other post-graduate business courses, and practitioners in the field of strategic change will find this book essential reading. Colin Carnall is Professor of Management Studies and Director of Programmes at Henley Management College. Top-flight editor from one of the best British Business Schools Includes articles from leading authors -Senge, Handy, Argyris and Prahalad and Doz to name a few Includes new material on how to create programmes of change to maximise learning

5 levers of change management: What Matters Now Gary Hamel, 2012-01-04 This is not a book about one thing. It's not a 250-page dissertation on leadership, teams or motivation. Instead, it's an agenda for building organizations that can flourish in a world of diminished hopes, relentless change and ferocious competition. This is not a book about doing better. It's not a manual for people who want to tinker at the margins. Instead, it's an impassioned plea to reinvent management as we know it—to rethink the fundamental assumptions we have about capitalism, organizational life, and the meaning of work. Leaders today confront a world where the unprecedented is the norm. Wherever one looks, one sees the exceptional and the extraordinary: Business newspapers decrying the state of capitalism. Once-innovative companies struggling to save off senescence. Next gen employees shunning blue chips for social start-ups. Corporate miscreants getting pilloried in the blogosphere. Entry barriers tumbling in what were once oligopolistic strongholds. Hundred year-old business models being rendered irrelevant overnight. Newbie organizations crowdsourcing their most creative work. National governments lurching towards bankruptcy. Investors angrily confronting greedy CEOs and complacent boards. Newly omnipotent customers eagerly wielding their power. Social media dramatically transforming the way human beings connect, learn and collaborate. Obviously, there are lots of things that matter now. But in a world of fractured certainties and battered trust, some things matter more than others. While the challenges facing organizations are limitless; leadership bandwidth isn't. That's why you have to be clear about what really matters now. What are the fundamental, make-or-break issues that will determine whether your organization thrives or dives in the years ahead? Hamel identifies five issues that are paramount: values, innovation, adaptability, passion and ideology. In doing so he presents an essential agenda for leaders everywhere who are eager to... move from defense to offense reverse the tide of commoditization defeat bureaucracy astonish their customers foster extraordinary contribution capture the moral high ground outrun change build a company that's truly fit for the future Concise and to the point, the book will inspire you to rethink your business, your company and how you lead.

5 levers of change management: The Trusted Leader Terry Newell, Grant Reeher, Peter Ronayne, 2011-08-04 Improving government on a macro level is only possible with public managers who herald change on a micro level. While many studies of government reform focus on new policies

and programs, these public managers—building relationships built on trust—are the real drivers behind many successful reforms. In this second edition, chapter authors once again draw on their real-world experience to demonstrate the importance of values-based leadership. With new research and lessons from the first two years of the Obama administration, chapters focus on the concrete ways in which leaders build effective relationships and trust, while also improving themselves, their organizations, and those they coach. Surveying agencies both horizontally and vertically, The Trusted Leader also addresses how public managers can collaborate with political appointees and the legislative branch, while still engaging with citizens to create quality customer experiences. Two brand-new chapters focus on: “Effective Conversations”—the importance of one-on-one conversations to building trust, with a model for having such conversations. “The Diversity Opportunity”—the need to effectively lead across a diverse workforce and a diverse society to build trust in both realms. With the addition of chapter headnotes, the editors provide necessary context, while the new “Resources for Further Learning” feature guides readers toward additional print and web resources.

5 levers of change management: Changing Employee Behavior Nik Kinley, Shlomo Ben-Hur, 2015-03-31 An important part of every manager's job is changing people's behavior: to improve someone's performance, get them to better manage relationships with colleagues, or to stop them doing something. Yet, despite the fact that changing people's behavior is such an important skill for managers, too many are unsure how to actually go about it. This book reveals the simple, but powerful techniques for changing behavior that experts from a range of disciplines have been using for years, making them available to all managers in a single and comprehensive toolkit for change that managers can use to drive and improve the performance of their staff. Based on research conducted for this book, it introduces practical techniques drawn from the fields of psychology, psychotherapy, and behavioral economics, and show how they can be applied to address some of the most common, every-day challenges that managers face. #changingpeople

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