WS 305: Build & Maintain Momentum for Change

Oct. 18, 2023
Our Motivation

- Transformational Change – in Organizations, Communities, and Public Institutions

WhiteSparrow Labs Mission

- Not for Profit
- Extend Skills, Practices, Technologies
- Mentor & Support Members

Questions for Today

1. Impact of Momentum?
2. Engagement – Necessary & Sufficient?
3. Why would anybody engage?
About Me

Major-Jason Uppal, P.Eng. 10 years as Manufacturing Engineer, 20 years as EA and SA

I was Open CA L3 certified and TOGAF Practitioners since 2004


Work for WhiteSparrow Labs and Solution Architect consultant on a Transformational Program in Canada

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a network of Servant Leaders for Better Tomorrow
About You

2nd Time Attendee

Introduce yourself (use keypad)

Meaningful Transformation Program you would like to be part of

First Time Attendee

Introduce yourself (use keypad)

Transformational Change Experience
- More than five years
- Less than 5 years

Notable Transformational Change Program you were part of
Servant Leader Workshops
• Learn by Doing

WhiteSparrow Platform
• Platform to industrialize the Transformational Change
• You don’t have to sign up, you will get more value if you do,
• It is free

Educational Material
• Guidebook augments these workshops (if you are interested in participating in guidebook development, do let me know).
• Course slides – adjust and run your own courses

Authority
• All opinions expressed are mine as a WhiteSparrow Labs team member and I do not represent – AEA, The Open Group, or any other company.

Content Collaboration
• Google Drive
• Anybody wants to participate, reach me, will happily grant you the editor access
WS 305: Momentum for Transformational Change

Course Goals

- Momentum for Transformational Change

Scope

- Importance of Momentum
- Role of Lived Experiences in Momentum Building
- Good Practices
- Strategy to Build & Maintain Momentum

Results

- Upon successful completion –
  - Should have a deep understanding of Momentum for Transformational Change

- Successful completion criteria
  - Attend and participate
  - Complete assigned work
  - Run your own project – learn by doing

Path Forward to Help Make a Difference
WS 305: Build and Maintain Momentum for Transformational Change

**Topics**

- Module 1: Review WS 304: Lived Experiences and Business Needs
- Module 2: Literature Review
  - Element of Momentum
  - Key Message
  - Momentum Strategy Outline
- Module 3: Our Case Studies Context
  - Enterprise Data Platform
  - City of Kawartha’s Net Zero Carbon Footprint
  - Public Education in Ontario
- Module 4: Get Started
  - Servant Leader Mindset
  - Identify your Own Opportunity (extend your account)
- Module 5: Career as a Servant Leader
  - Summary and Checkpoint
  - Engage and Start your Journey
Engagement Question #1

Does momentum impact the aspirations of a Transformational Change Program?
(Select One)

1. Yes
2. No
3. Depends (Please Elaborate – under what circumstances)
Engagement Question #2

Is Engagement Necessary and Sufficient to Build and Maintain Momentum?

*(Select One)*

1. Yes
2. No
3. Necessary but not Sufficient
Engagement Question #3

Why do people engage – in social media, and volunteer projects like Linux, Open source platforms, Wikipedia, etc.

(Select One)

1. Financial Rewards
2. Stick (penalty)
3. Self-promotion
4. Want to do good
5. Promote self-views/interests
6. Flexibility to work on what inspires them
7. Desire to master a skill
8. Other (describe)
Opportunities, Engagement Threads and Lived Experiences

What % of the education budget is spent in classrooms?

ML to synthesize Lived Experiences
Understand why this specific opportunity is relevant to the stakeholders, how to realize it.

Understand in broader context the impact of this Opportunity – beyond the immediate.

Seek help to execute specific elements of the implementation – i.e. distribute position paper.

Understand stakeholder concerns with specific Processes within the scope/beyond.
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WhiteSparrow.io
Sample Opportunities

- Enterprise Data Repository
- Zero Carbon Footprint & Sustainable Development
- Public Education In Ontario

Lived Experiences

Business Requirements
[Things that describe problems to solve and why stakeholders care about them]

See more detail @ WhiteSparrow.io (Signup for Free)
Engagement Question #4

What is WhiteSparrow Labs Business Model?

1. For Profit
2. Not For Profit
3. NGO
4. Government
5. Community Project
Momentum for Transformational Change
What do Big Brains Think?
By adding Organization Change Management (OCM), we changed the curve trajectory.

Enthusiasm through Authentic Engagement
Our Challenge

If we don’t build momentum, the project will still complete, but with sub-optimum results (Missed Opportunities).

Without momentum, these opportunities don’t go beyond – good intentions or noisy one-day rallies.
Momentum for Transformational Change - Literature Review

Five Tips for Building Momentum for Change
- Intention
- Insight
- Identify
- Implement
- Integrate

Sustaining the momentum of a transformation
- Independent perspective
- Think like an investor
- Ensure ownership
- Execute relentlessly
- Address mindsets

Six Tips for Building Momentum During Change
- Communicate “the why”
- Compelling picture “From” > “To”
- How
- Manage Resistance
- Knowledge/Change Resistance
- Manage yourself

Keys to Building Momentum
- Personal responsibility for momentum, motivation, morale
- Know your team the way you know your organization
- Environment, set the tone, live the tone

Change must benefit all

Concrete actions

Common Themes
- Commitment to Truth

Integrity
Commitment
Truth
Why People Engage

What motivates people to get engaged?

- Mechanical Work
  - Carrot and Stick Approach works

- Cognitive (requires thinking) Work
  - Autonomy
  - Mastery
  - Purpose

Ref: YouTube
“People cannot stay happy without results. But if you build momentum, you develop results. If you can produce [Results], you will always have a high momentum. I've never seen a winning team that had low momentum.”

John Maxwell - American writer and orator
Strategy to Build and Maintain Momentum

Table of Content

1.0 Opportunity
- Description
- Underlying Processes (Level 0)
- Outcomes
  - Underlying Processes Perspective
  - Extended – beyond the immediate

2.0 Stakeholders
- Stakeholder Groups
- What value do they care about – within and Beyond Scope
- Engagement Messages

3.0 Strategy Performance Measures
- # of people engaged
- # of Lived Exp
- # of Lived Exp/person
- # of Lived Exp by Phase (Opportunity, Engagement, Roadmap and Execution)
Engagement Question #5

Have you ever been part of a Change Program where momentum for change was off the chart? (select more than one option)
1. Yes
2. No
3. I wish
Module 3
Strategy to Build Momentum for Transformational Change
Strategy to Build and Maintain Momentum

Enterprise Data Platform

2023

Servant Leader: a How-To Guide

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Strategy to Build and Maintain Momentum

City of Kawarthas Net Zero Carbon Footprint & Sustainable Development

Pubic Education in Ontario

High School Community Hours
Module 4: Get Started in Three Simple Steps

- Mindset
- Opportunity
- Be Agile
Servant Leader Mindset

Bring Desire to
#DoBetter
#helpDoBetter
Opportunity

Already part of the Project
Engage people to think further than immediate goals of the projects

Don’t Overthink
Engage a Few People, start a project and Invite others

Look into Mandate & Behaviour Disconnect of any Public Inst’n

Free Platform to make it happen
Be Agile: each implementation has specific goal

Scope of Implementation: Engage

- Gather some information, write a blog
- Create a position paper
- Create White Paper
- Webinar

All four phases grow incrementally

Each implementation has a different scope that moves the ball forward (NFL analogy)
Module 5: Career as a Servant Leader

- Roles in Organization
- In communities
Career as a Servant Leader

WHO SHOULD ENROLL

- Informal or formal leaders at any level in an organization
- Religious and faith-based leaders
- Humanitarian, non-profit, and NGO leaders
- Anyone who is part of a work team and can influence others

Oppportunities and Threats

- Budgets and Current State
  - Work on Cool Projects
  - autonomy
  - learn
  - purpose
Engagement Question #6

Who should have the RESPONSIBILITY & ACCOUNTABILITY for creating a Strategy to Build and Maintain Momentum?

(Select One)

1. CxO
2. Opportunity Sponsor
3. PM
4. Architect
5. Other
Summary

Questions for Today

- Impact of Momentum
- Engagement – Necessary & Sufficient
- Why would anybody engage

By Focusing on Building and Maintaining Momentum

We Solve

- Deliver Better Results from Change Programs
- Empower and enable people to go beyond in their Organizations
- Who knows what a trained and motivated person can do?

Call to Action

Access to PPT and Recording on AEA Site

Participate in making WhiteSparrow Labs’ mission real – reach me, I will grant you access to Google Drive
Next Webinar

Nov 15, 2023
11 am to 12 PM EST

WS306
Roadmap and Agile Change Plan

Business Context
Whether the transformational change program context is within an organization, community or institution, a reasonably well-defined end-to-end roadmap is necessary to enable agile implementations. This workshop provides step-by-step guidance and hands-on support as learners strive to recast Lived Experiences into implementable plans.

Learning Goals
- Ability to consume Lived Experiences and create Roadmaps for different Transformational change scenarios
- Create an agile implementation plan for the next 30, 60, 90, + days
- Ability to monitor the health of our transformational change

Workshop Agenda
- Transformational change context scenarios
  - Organization
  - Community
  - Institution
- What does the Roadmap describe in each context?
- Step-by-step process to create Roadmap for each context
- Sample Roadmap and agile implementation plan for each context
- Collaboration to improve the Roadmaps and Plan

Resources
- Roadmap and Plan for three scenarios
- The process to improve transformational change by engaging people and learning from their Lived Experiences
- New Performance metrics