

# The New Reality™ Change Roadmap

## A Strategic Approach to the Process of Change

### WHAT IT IS:

The New Reality Change Roadmap is a strategic illustration of how and why change and change initiatives succeed or fail. It explains — in detail — the flashpoints of change and how to successfully drive change initiatives to fruition. The New Reality Change Roadmap is an innovative and comprehensive way to apply the New Reality mindset to strategic organizational change.

### WHAT IT DOES:

This roadmap illuminates your business reality of the last 15 years as it relates to change initiatives. It illustrates how the organization has fended off change . . . and left unchecked/unchallenged/unchanged will continue to do so. It reduces the chance that you will be blindsided by predictable behaviors and reactions. Both predictive and diagnostic, the roadmap will show you exactly what to expect and what to do to drive successful change in your organization.

For more information visit: [www.karlschoemer.com](http://www.karlschoemer.com)

## A Sampling of the New Reality™ Change Roadmap

### THE POWER OF KNOWING

DON'T KNOW ABOUT THE REALITY OF THE CHANGE PROCESS

WHERE WE ARE

THE PROMISE

KNOW ABOUT THE REALITY OF THE CHANGE PROCESS AND ARE EQUIPPED TO DEAL WITH IT

WHERE WE ARE

THE PROMISE

THE REALITY

X = New Reality strategies, tactics, and tools

### FLASHPOINT #1

WHAT NOW?  
WHAT NEXT?

- Some body of NR work...
- Some initial adoption

- Restate alignment with goals & objectives
- Embrace the "pull"

- Identify influencers
- Mobilize influencers
- Focus on early adopters

- Doubters get their proof first
- Supportive communication

DECISIONS ABOUT

- Cost
- Time
- Value
- Priorities
- Commitment
- Scope
- Specific Applications

WHAT ELSE?  
SO WHAT?

BETRAYAL

DENIAL

????

- Why?
- Why not us?
- Capacity
- Measurement
- Workload

I GET IT!  
I DO IT!

FRAGMENTED

IDENTITY CRISIS

SEARCH FOR SOLUTIONS

- Communication gaps between
- Owners
- Decision Makers
- Others

WHAT TO DO

- Tie to the customer
- Restate positive feedback
- Solidify support
- Leverage believers
- Build critical mass
- Can't encourage helplessness
- Don't punish I.D.

### FLASHPOINT #2

TIME

CRITICAL MASS OF SUPPORT FOR INITIAL EFFORT (ON THE SURFACE)  
TWO DISTINCT CAMPS HAVE FORMED

CAMP OLD REALITY      CAMP NEW REALITY

BETRAYAL

DEFAULT

SEARCH FOR SOLUTIONS

DENIAL

Go Back

Go Forward

WHAT TO DO

- Critical mass
- Embrace success stories
- Invest in camp New Reality
- Remind of past value
- Go around road blocks
- Create and use informal network
- Restate/sell the value proposition
- Re-recruit influencers
- Clarify/restatement tie to the customer



DECISION POINT

### FLASHPOINT #3

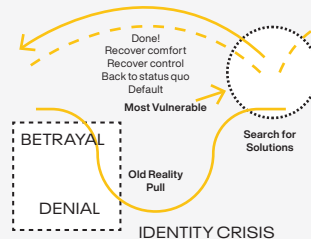
OLD REALITY

- Short term vs. long term
- Hard to do
- Framed as a project or initiative
- Didn't solve the problem
- Next initiative

TWO CAMPS  
AT WAR

SAME

TRULY DIFFERENT



NEW REALITY

- Long term vs. short term
- The right thing to do
- Framed as a change adaptive culture
- Drive deeper understanding
- Operationalize the mindset

BASKING IN SUCCESS

- I better do this
- I better learn this
- I can do this
- This makes me look good

WHAT TO DO

- Engage the masses
- Call out behaviors
- Point out vulnerability
- Unmask old reality
- Confront decision makers
- Make the business case
- Tie to the customer

DECISION POINT

- Go back?
- Initiative?
- Done?
- Tired?
- Go forward?
- Way of life?
- Next steps?
- Committed?

EVERY CHANGE INITIATIVE FOR THE LAST 15 YEARS