



“CHANGE IS
GUARANTEED,
SUCCESS - NOT!”

WHY DO 70% OF
MAJOR CHANGE
INITIATIVES FAIL?



Silega Activator™

Ensure smooth transition in turbulent times

Change Management



Silega Activator™

Change Management



25%

Are new technologies threatening your industry? Do you see customer preferences change? Is your revenue becoming more and more volatile?

You know that sooner or later your company will be challenged to change in an unprecedented way by market forces or internal pressure - no matter if you are a market leader or not. And you want to inspire action and not despair.

The experience

Silega developed a change simulation with unique dynamics. Participants can choose one of

the seven different trivial or traumatic change scenarios - technology change, culture change, downsizing and many more. Each scenario has different initial settings and different strategic goals.

Teams take decisions on how to manage stakeholders, communicate, manage risk, measure change and collect feedback.

As simulation advances through the different stages of a change process, team can monitor the adoption level real time. But a successful change is not only

about getting people on board with new behaviors. Participants will also have to deliver a positive business impact.

Main objectives

- Identify the business case for change
- Improve the productivity of the change team
- Win stakeholder's political support
- Manage risk more efficiently
- Identify and manage supporters and resisters

Key learnings

- Identify the different types of change and the stages of a change process
- Perform readiness assessment and gap analysis
- Create a communication strategy
- Identify the common emotional responses to change and how to deal with resistance
- Measure the change effectiveness
- Outline assumptions
- Manage risk and complexity
- Learn from common reasons for failure

Typical application

- Complement to a major change initiative
- Leadership training
- Corporate Universities
- MBA programs

of top performers in an organization decide to quit within 3 months of a major change event being announced

Practical details

Format

Business simulation

Number of participants

5 to 50

Participants

People from all organizational levels who are undergoing or preparing for transition

Leaders responsible for implementing change

Duration

5 to 8 hours

Competencies

Dealing with ambiguity, process management, strategic agility, motivating others, perspective, planning

Related products

Silega Change Audit™
Change Agent Style™

