



# *Change Management: The "C" of Change*

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# What Change Means

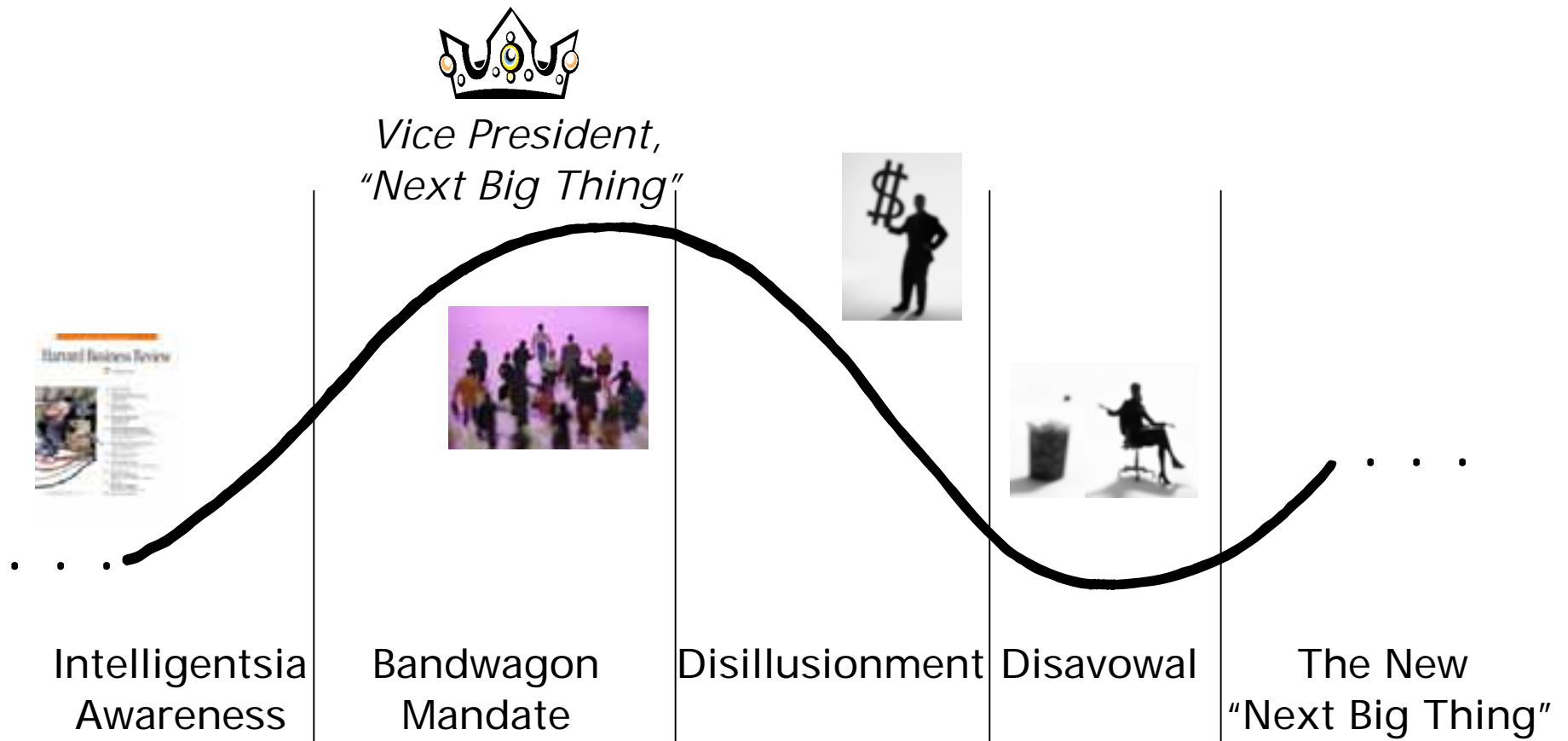
- The holy grail of CRM
- Becoming “constituent-centric,” a new imperative for nonprofits
- The key ingredient is change
- The key to success is change management

*Change = Stress = Resistance*



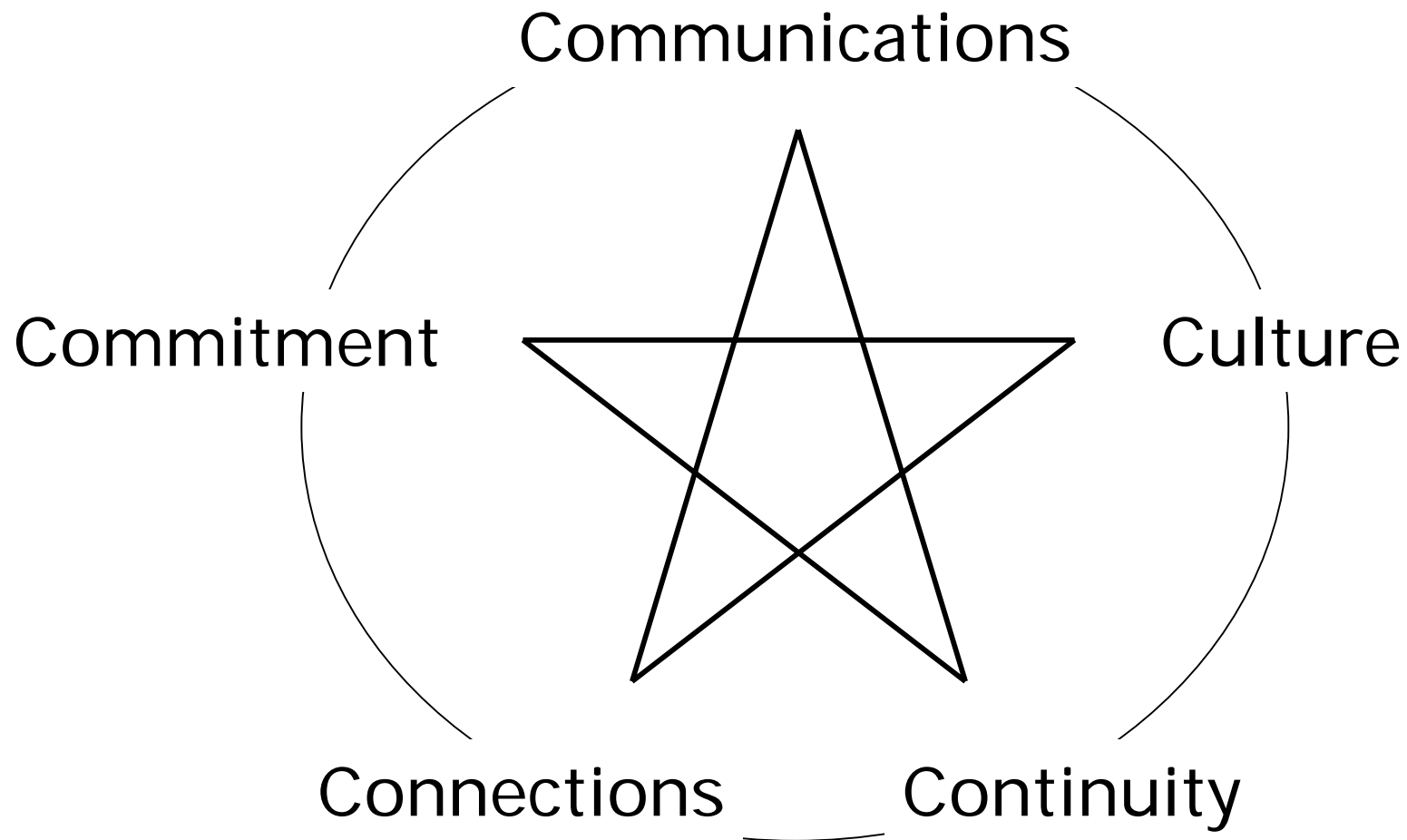
# The "Next Big Thing" Lifecycle

e.g., TQM, BPR, ERP, KM, CRM, .com, ...





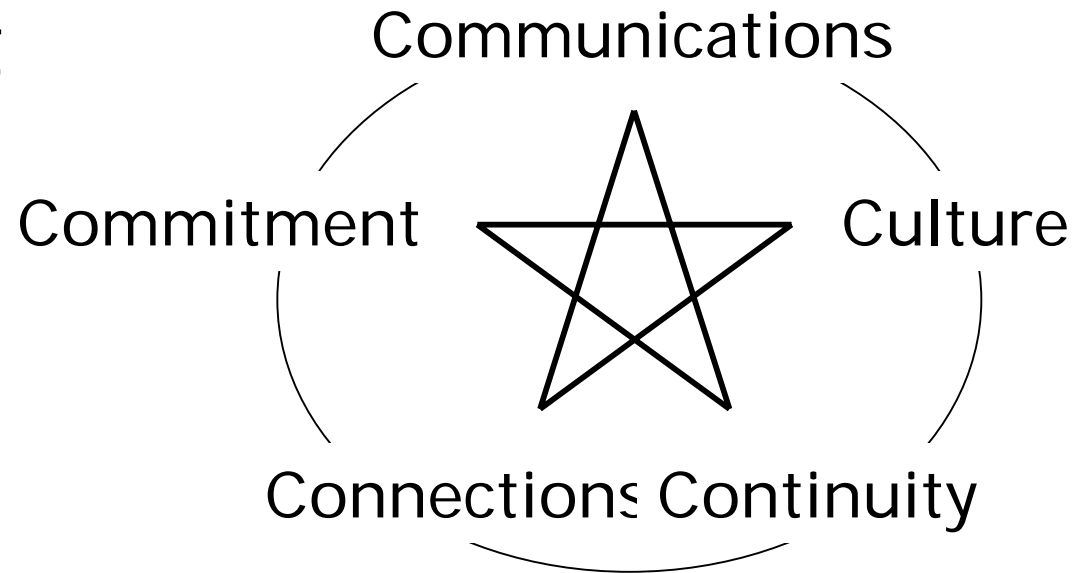
# The 5 Cs of Change





# The 5 Cs of Change

- Communications
- Connections
- Culture
- Commitment
- Continuity





# Communications

*Lack of Information = Anger + Fear =  
More Resistance*

- Share the big picture and the small picture
- Get in front of your audience – repeat...
- Be honest
- Recognize and deal with the real costs, both financial and political



# Connections

*The greater the connection to mission,  
the greater the will to change*

- Make the change relevant to everyone within the organization
- Find and focus on the “pain points”
- Connect with people – in their hearts, with their brains, and at the gut-level



# Culture

*New Vision + Old Habits = Poor Results*

- Think through characteristics, behaviors, and value propositions that support the current way of doing things
- Develop a plan to address these
- Implement new performance measures
- Shake things up



# Commitment

*Commitment = Timing + Sponsorship  
+ Resources*

- Time it right; look at what else is going on within the organization.
- Get commitment from the very top
- Free up internal resources to do the necessary work; don't pile it on
- If you lack expertise in house, buy it



# Continuity

$$1 + 1 + 1 + 1 + 1 + 1 + 1 + 1 + 1 + 1 = 10$$

- Build towards big change with little changes over time
- Build up a core set of expert resources and leverage those same resources throughout

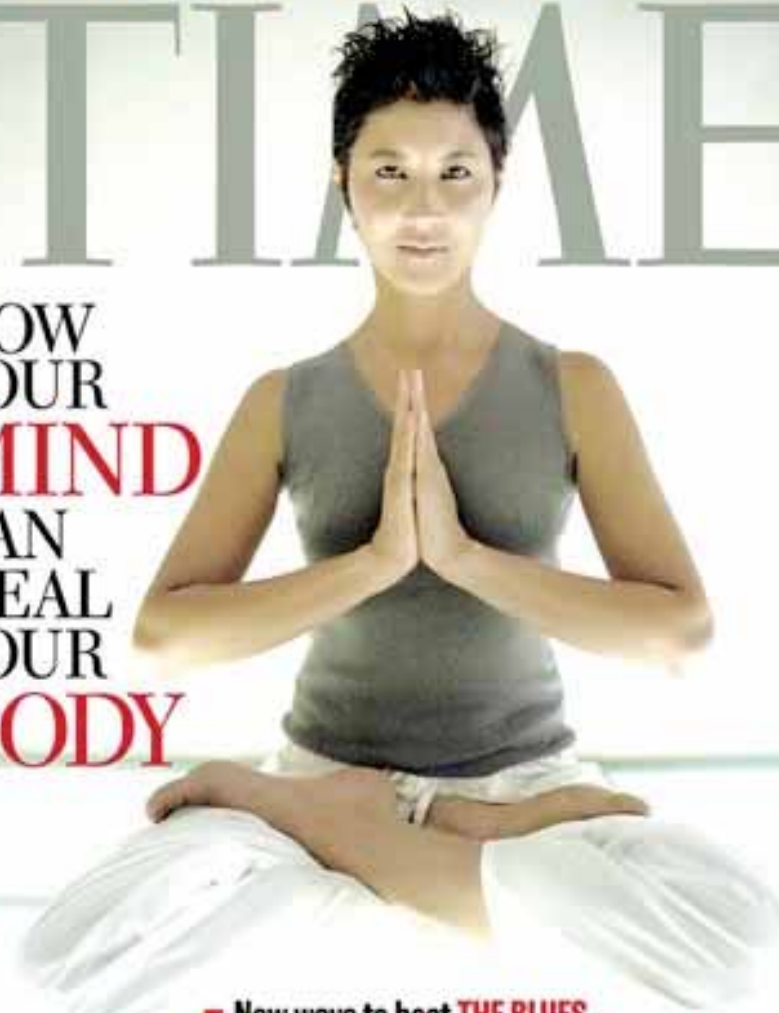
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SPECIAL ISSUE

TIME

HOW  
YOUR  
MIND  
CAN  
HEAL  
YOUR  
BODY



- New ways to beat **THE BLUES**
- The link between **MENTAL** and **PHYSICAL HEALTH**
- Is **HAPPINESS** in your genes?
- Women, men and **DEPRESSION**







# Questions & Answers