OD Map to Change

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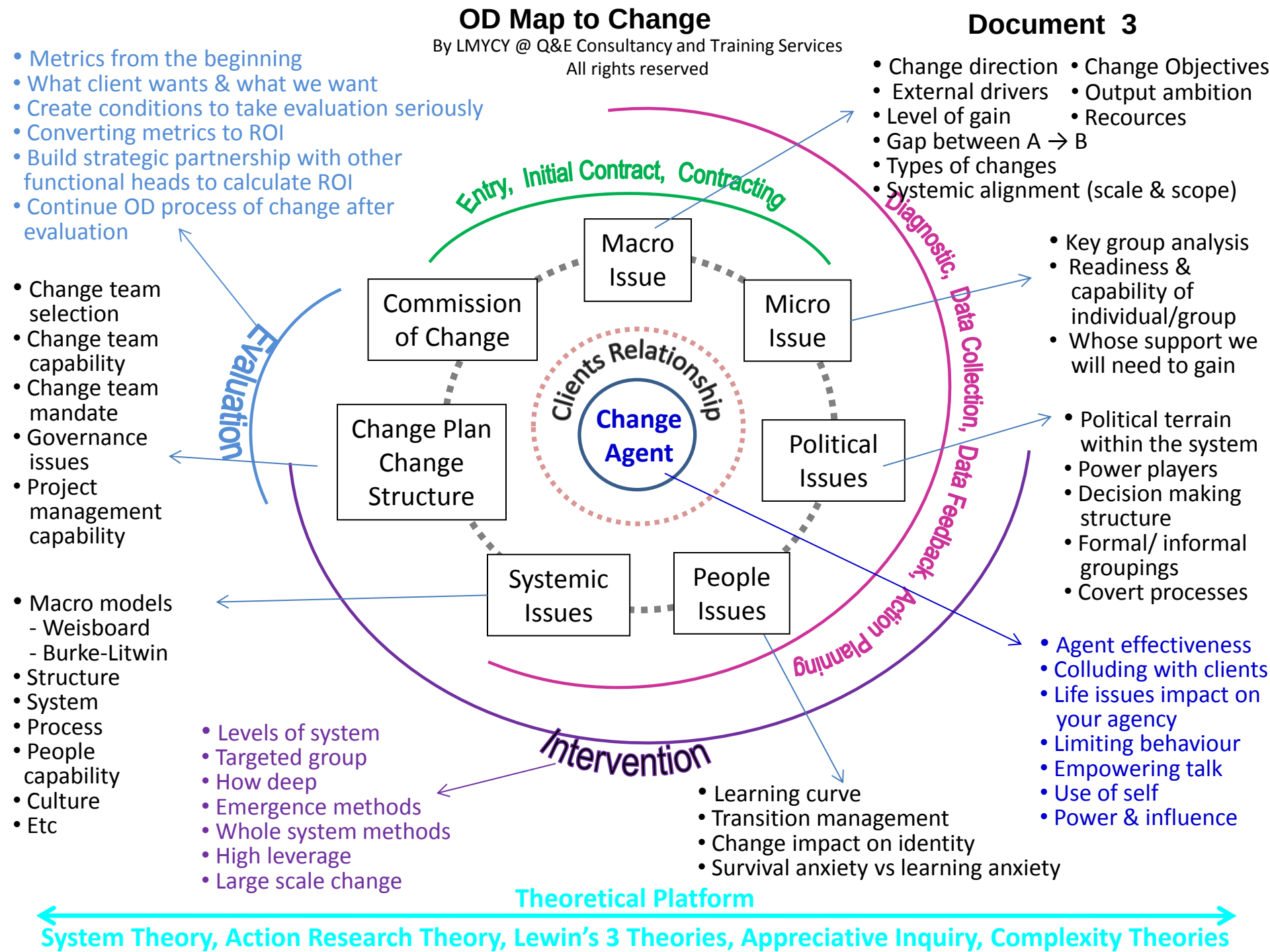

- Metrics from the beginning
- What client wants & what we want
- Create conditions to take evaluation seriously
- Converting metrics to ROI
- Build strategic partnership with other functional heads to calculate ROI
- Continue OD process of change after evaluation

- Change direction
- Change Objectives
- External drivers
- Output ambition
- Level of gain
- Recources
- Gap between A → B
- Types of changes
- Systemic alignment (scale & scope)

- Key group analysis
- Readiness & capability of individual/group
- Whose support we will need to gain

- Political terrain within the system
- Power players
- Decision making structure
- Formal/ informal groupings
- Covert processes

- Agent effectiveness
- Colluding with clients
- Life issues impact on your agency
- Limiting behaviour
- Empowering talk
- Use of self
- Power & influence

- Learning curve
- Transition management
- Change impact on identity
- Survival anxiety vs learning anxiety

- Levels of system
- Targeted group
- How deep
- Emergence methods
- Whole system methods
- High leverage
- Large scale change

- Macro models
  - Weisboard
  - Burke-Litwin
- Structure
- System
- Process
- People capability
- Culture
- Etc

- Change team selection
- Change team capability
- Change team mandate
- Governance issues
- Project management capability

Theoretical Platform

System Theory, Action Research Theory, Lewin's 3 Theories, Appreciative Inquiry, Complexity Theories