

## The Change Simulation



### **Strategic simulation and haptic training of change processes**

Growth, reduction, implementation of new work processes or lines of command – with Changesetter™ you can simulate options and consequences alike. Make the right decisions at the right time, strengthen identification, enhance management competence, virtually get your stakeholders “into the boat”, reflect and improve leadership behavior.

A boat represents your change, toy figures your stakeholders. You want to steer the boat through the change cycle to a successful outcome. You will succeed only if you meet the quantitative targets AND keep your stakeholders on board. On your way you will face many obstacles. You will need to decide smartly what to do next. In the workshop we will supply many strategic and tactic recommendations, founded on best practices and sound change theory.

### **Identify the complex dynamics and steer them successfully**

Often, the diverse dynamics evolving in change processes are just ignored, too democratically approached, or too top-down dealt with: Business and political necessities, pleasure in success, the joy of changing things – but also doubts about the whole change idea, fear for loss of state and face, or hesitation to take up new habits. In Changesetter™ you identify the diverse active factors, position them on the cycle and learn to treat them adequately.

## How to use Changesetter™

Changesetter™ consists of a round floorboard, physical boats and figures, and an online simulation. We start on the floorboard representing Rick Maurer's 6 change phases and 3 resistance modes. Thus equipped, you play the online simulation introducing a virtual company and stakeholders in a crucial change process. In competing groups, you make a series of decisions and thus push your virtual boats forward. Thereby, you have to get the stakeholders out of the three levels of resistance:

1. I don't get it
2. I don't like it
3. I don't trust you

In three rounds, alternating between floorboard and simulation, you successively receive tools and theories in order to decide more and more adequately. Eventually, you transfer your knowledge to your own real change cases.

## Visualize and evaluate the competitive results

After each simulation round, the groups display their results on the floorboard and evaluate the outcome. The evaluation shows whether or not your group is on the right way. How far has the boat come in the change cycle? Where do the stakeholders stand? What does this mean for you?

## The tension of simulation and real life – always think anew

While trying to push their boat forward in the best possible way, managers often face disappointments. They decide to the best of their knowledge and belief, but many people virtually fall overboard and into resistance. So which decisions are “good” ones?

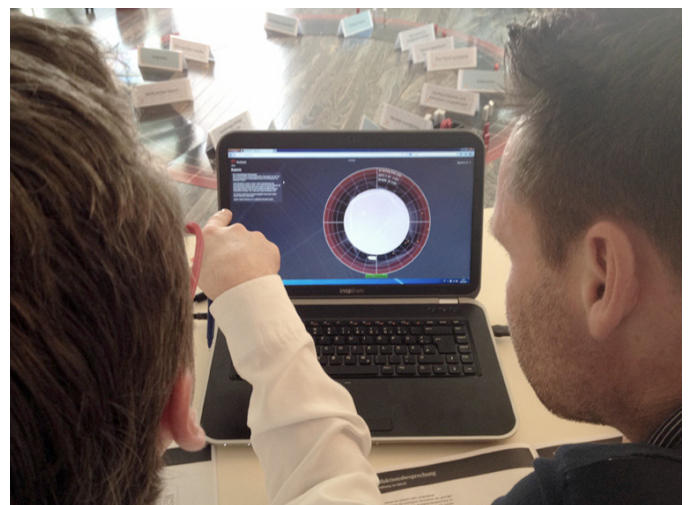


## Management or leadership – the impact of decisions

In the second round, we introduce John Kotter's 8 steps to successful leadership in change and link them to Rick Maurer's 6 stages in the cycle of change. Regarding the positions of boat and stakeholders under this perspective, it becomes quite clear what kind of leadership action you need to take in the next round. Do the stakeholders feel the sense of urgency? Is the vision clear? Do the leaders communicate enough? Do they show empathy? Are they willing to support? Etc.

### In Changesetter™ complexity unfolds itself just like in real life

To handle all this simultaneously seems very complicated at first. But with building attention and systematic knowledge, you get a feeling for balancing management and leadership actions. Realizing that there is no single golden path to get through the simulation, managers truly open their minds. Here is the starting point for successful leadership in change.



### Good thinking – considering stakeholders' views

A manager's dream comes true in this simulation: He or she can see what his stakeholders think and feel after his decisions. Comments, agreement or disagreement, resistance or onboarding, it's all there. Since the characters are taken from real company life stereotypes, the managers will find many parallels to real-life individuals.

### Emotional intelligent leadership – use adequate behavior

Successful leadership is very closely connected to behaving emotionally intelligent. Daniel Goleman transformed his emotional intelligence concept into 6 leadership styles. The Changesetter™ concept coordinates them with Maurer's 6 change stages and Kotter's 8 leadership steps. It demonstrates which style is emotionally intelligent, i.e. effective in which change phase. You learn to complement your actual behavior in real life with the necessary styles.

Tun Sie,  
was ich  
sage!

Menschen  
an erster  
Stelle!

Kommen  
Sie mit  
mir!

Was  
glauben  
Sie?

Machen Sie  
es wie ich,  
... jetzt!

Lassen Sie  
es uns  
versuchen.

### **Close to reality: Transfer to your own change situation**

Playing the simulation prepares you for coping with your own, real change. We approach the crucial issues systematically:

- What exactly is the expected outcome of the change project?
- What do I as manager need the respective stakeholders for?
- How much effort shall I invest for which stakeholder?
- How do I involve employees best?
- How do I create quick wins?
- How do I transfer activities into sustainable results?

After the workshop, you know your strategic options, know the right questions to ask, and put your learning into effect. You avoid typical mistakes of great impact, e.g. breaking-away of key account managers, high-performers, or promising talents. You inspire your employees to really committing themselves to the change.

### **Training and 4 weeks learning**

With the registration for the workshop each participant acquires a simulation license. He or she can continue to use it for 4 weeks after the workshop and document his or her own change case in an accompanying static simulation.

### **Simulation customized: Your company's case**

We feed the simulation with our clients' company's real change projects on demand. Virtual stakeholders are modeled according to real-live persons or representatives (anonymously, of course), and specific company issues are depicted. Thus top and middle managements can adjust their actions any time.

### **Well-proven, versatile, useful – look & feel for yourself**

Changsetter™ is easy to handle, founded on sound theory, and based on realistic cases. It is fun and has a huge heuristic potential – a very useful tool kit for successful change management. We are looking forward to introducing Changsetter™ to you.

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