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**TRAINING FOR EXECUTIVE DIRECTORS**

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# Proactively Leading Change

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What Are the Changes







# Mistakes in Managing Change

## Mistake #1

- *Not understanding the importance of people.*

Systems don't change. People do, or they don't.

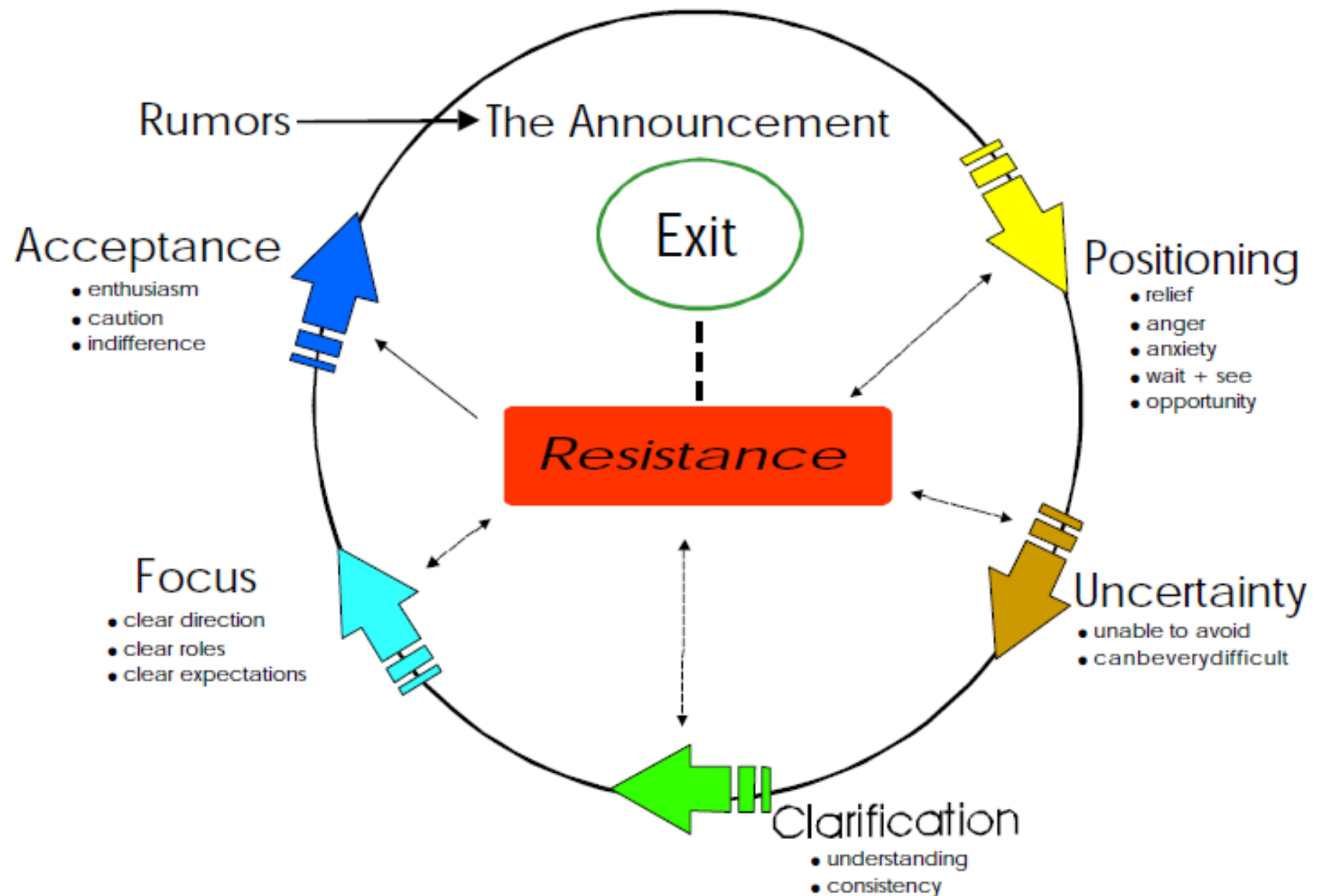
If the change leaders don't share the vision, don't buy into the reason for change, and aren't included in the planning--there will not be a successful change--regardless of how brilliant the strategy.



## Mistake #2

- *Not understanding that people throughout the organization have different reactions to change.*

# Organizational Change Reaction Cycle





## Mistake #3

- *Treating change as an event, rather than a process.*





## Mistake #4

- *Being less than candid.*

Communicate openly and honestly. Not everyone will thank you for your candor, but they will never forgive you for anything less.

# Characteristics of Successful Entrepreneurs

Persistent problem solvers

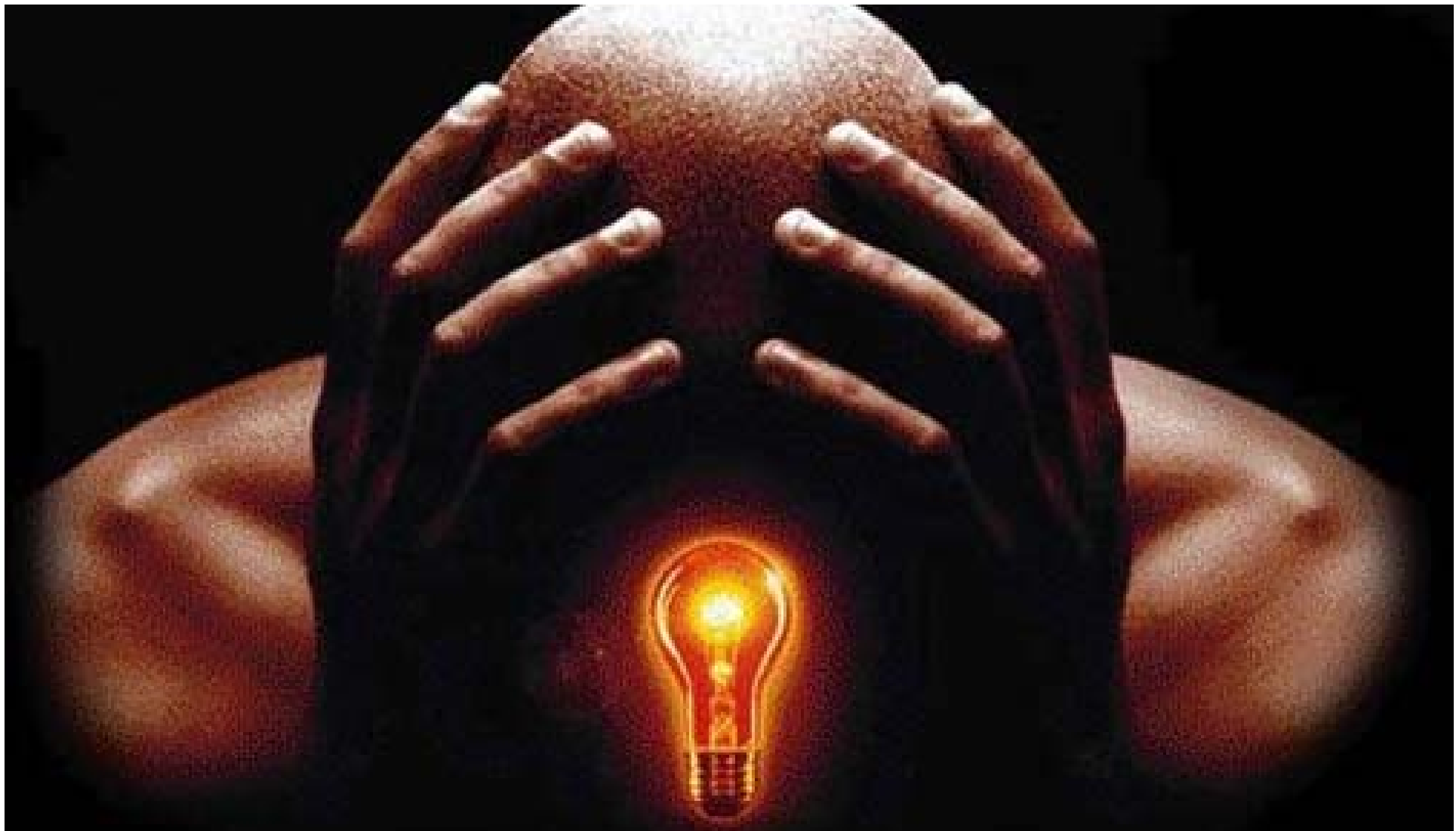
Learn from failure

Long-term involvement

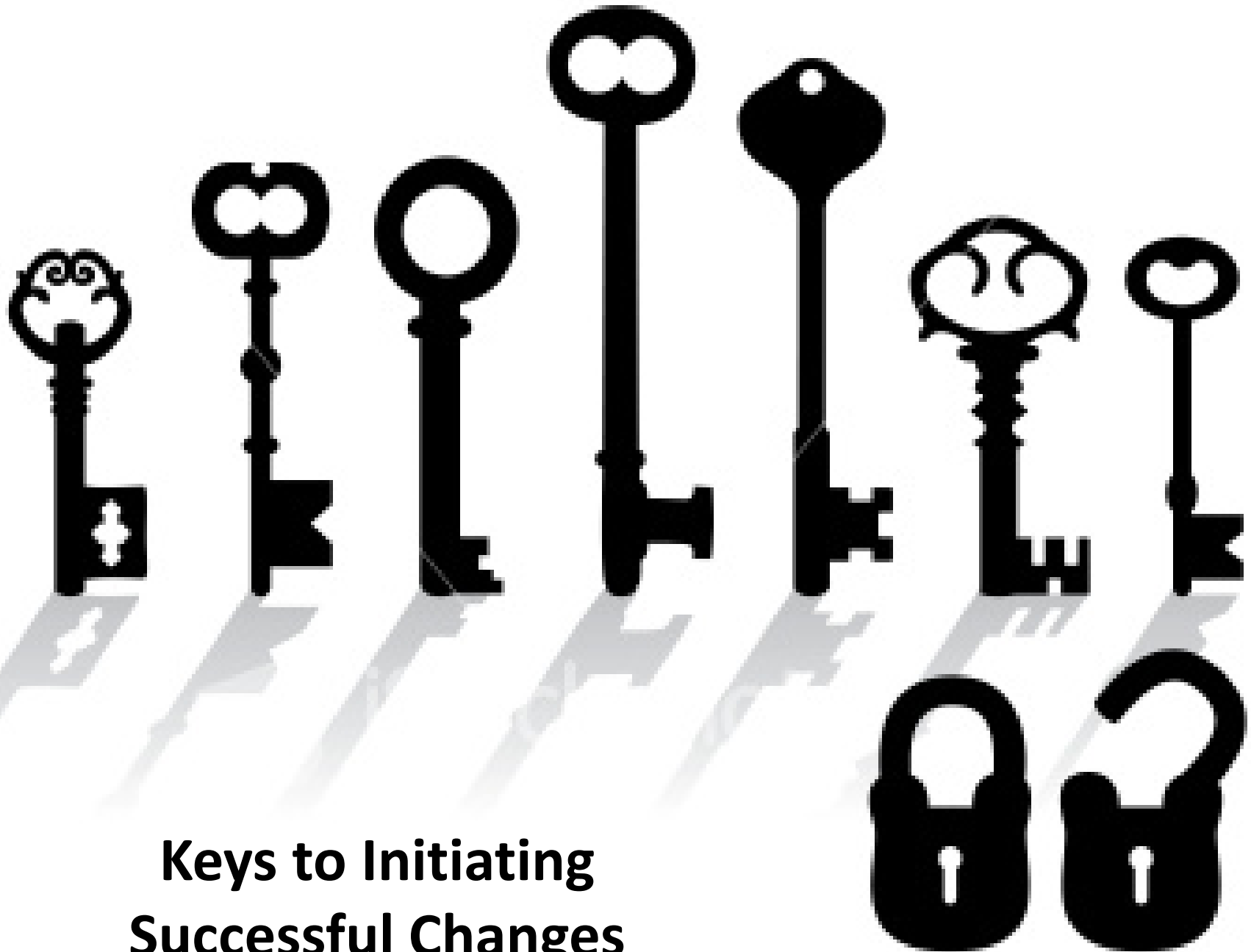
Risk takers

Innovative





MIND OF AN  
**ENTREPRENEUR**



## Keys to Initiating Successful Changes

**#1**

Establish an





## **#2 Form a Powerful Coalition**

A landscape photograph featuring a vibrant green field in the foreground, a single large green tree on the left side, and a bright blue sky filled with scattered white clouds. The scene is captured from a low angle, emphasizing the vastness of the sky and the horizon.

**#3 Create a Clear Vision**



#4

Communicate  
the Vision





**#5 Create Short Term Wins**

## #6 Build, Maintain & Restore

T R U S T

The image shows five white, rectangular letter tiles arranged in a horizontal line. Each tile has a single letter engraved on it: 'T', 'R', 'U', 'S', and 'T'. The tiles are set against a dark brown, heavily textured background that resembles weathered stone or bark. The lighting is dramatic, coming from the upper left, which casts soft shadows to the right of each tile, emphasizing their three-dimensional form and the rough texture of the surface.

# Best Practices for Building Trust During Times of Change

Make & Keep Commitments

Explain decisions & direction

Give Recognition

Get Results

Seek & Implement Feedback

Sever Grapevine

**Training & Retreats**  
**Speaking Engagements**  
**Leadership Coaching**  
**Workplace Consulting**

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