

TOOL DESCRIPTION

Change Architecture Template



The Change Architecture Template helps to visualize the framework for a change initiative by outlining the activities undertaken in the five phases of the transformation journey.

Our experience shows that it is helpful to map the entire transformation process as a holistic representation. The Change Architecture shows the five stages of the transformation journey: Initiate, Awareness and Course Setting, Prototyping, Scaling, and Anchoring. At each of these stages, work is needed on 4 levels:





- Leading change
- Developing and delivering change
- Learning during change
- Communicating change

The template helps change managers develop their planning, monitoring and communication strategies. At the same time, change cannot be accurately predicted, and processes have to be agile. Change processes are never linear, but operate in spirals, so the architecture itself will also need to be adapted throughout the process. One also needs to keep in mind that organizations are social systems that have no clear “cause – effect” relationship.





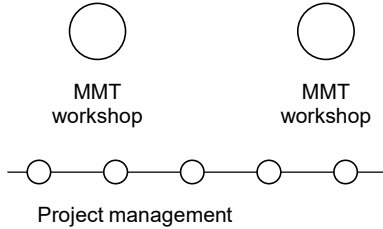
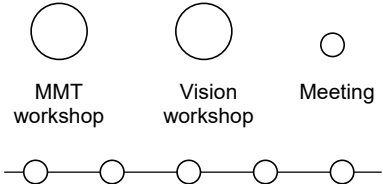
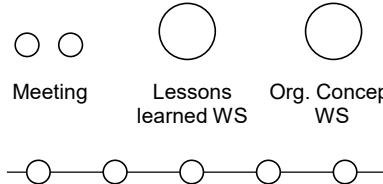
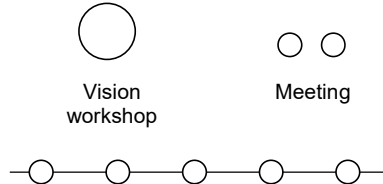
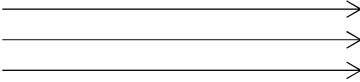
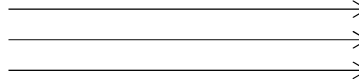
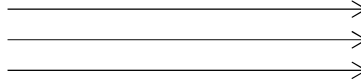
Since the template can only be used to visualize the content that needs to be worked out in several workshops, the next page gives an overview of the 4 levels that need to be addressed.

Duration several workshops	Participants project team or project lead	Facilitation no special material necessary
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Change Architecture Template | **Process**

Leading change 	Designing and delivering change 	Learning through change 	Communicating change 
<p>A sponsor, a steering committee and a transformation process manager have the tasks of managing, making decisions and gaining approval from important stakeholders.</p>	<p>Project teams conduct analyses, develop proposals and implement the concepts that were chosen.</p>	<p>Throughout the process, it is important to ask what individuals, teams and the entire organization need to learn to live the new? For this purpose, trainings, opportunities to exchange experiences or learning journeys can be organized.</p>	<p>Throughout the journey, it is important to inform the stakeholders to make sure that all of them understand the changes and, in a best-case scenario, accept them, so that they also want to live “the new.”</p>

Change Architecture Template | Example

	Initiating 	Direction Setting 	Piloting 	Scaling and Anchoring 
LEADING CHANGE				
DESIGNING AND DELIVERING CHANGE	<ul style="list-style-type: none"> - Customer feedback - Employee workshop - Obtain facts - Benchlearning - Learning from change 	<p>Develop concepts in teams</p>  <ul style="list-style-type: none"> - Coach key individuals 	<p>People decisions</p>  <ul style="list-style-type: none"> - Pilot implementation - Training courses and team development 	<p>People decisions</p>  <ul style="list-style-type: none"> - Roll out across the organization - Training courses and team development - Coaching
LEARNING THROUGH CHANGE	<ul style="list-style-type: none"> - Change training for core team 	<ul style="list-style-type: none"> - Inspirational external input (e.g., lectures) - Benchmarking trip /Learning journey 	<ul style="list-style-type: none"> - Training in agile methods 	<ul style="list-style-type: none"> - Capability training for needed skills
COMMUNICATING CHANGE	<ul style="list-style-type: none"> - Newsletter (NL) - Sounding board (SB) - Communication with key individuals 	<ul style="list-style-type: none"> - Newsletter (2x) - Communication with functions - Sounding board (2x) 	<ul style="list-style-type: none"> - Communication with employees - Newsletter (2x) - Sounding board 	<ul style="list-style-type: none"> - Communication with functions - Sounding board - Newsletter (2x) - Communication with employees