

TOOL DESCRIPTION

Change Initiative Profile



Compact description of change initiatives inviting all involved parties to truly commit to them.




When it comes to the prototyping stage of the transformation journey, change initiatives that generate practical experiences with the “new”, prototyping changes come into focus.

Creating a Change Initiative Profile helps to describe these initiatives in a compact form and to build working groups based on the first draft of the initiative: The Profile includes a brief discussion of the status quo, the first ideas, a possible working team and sponsor, and parameters that should be taken into account.

These Profiles can either be developed outside a workshop or in a larger group setting, depending on how initiatives are rolled out in a process. In this description, we focus on the development of initiatives as part of a workshop, for example, following an idea generation session.

Duration 1.0–1.5 h	Participants 1–20 people	Facilitation templates, pens
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Change Initiative Profile | Process

Distribution of topics 5 min 	Group work 20–30 min 	Presentation and feedback 30–45 min 
<p>If used in a workshop setting, this sequence often follows an idea generation session during which promising ideas are collected and ranked (see Tool “OPERA”). The identified topics are then assigned to groups of 2–4 people based on the interest in further developing these.</p>	<p>The groups engage in concept work regarding the ranked topics to develop them further. For this, they use a provided template that describes the change initiative in more detail:</p> <ul style="list-style-type: none">• Current status of the initiative: Are we starting from scratch or are there already initial activities in this area?• Initial ideas: What implementation ideas already exist for this initiative?• Parameters that should be taken into account, such as dependencies on other projects, important stakeholders, and required resources.• Sponsor: Who is sponsoring this initiative?• Possible team members: Who could collaborate and who could lead initiative?	<p>The groups present the Profiles to the whole group and gather feedback and input. They discuss who should serve as a working group going forward – the level of commitment for and ownership of the topics is established. The Profiles are then refined further based on feedback and input obtained outside the workshop.</p>

Change Initiative Profile | **Template**

Current status of the initiative: *Are we starting from scratch or are there already initial activities in this area?*

Initial ideas: *What implementation ideas already exist for this initiative?*

Parameters that we should take into account?

Such as dependencies on other projects, important stakeholders, required resources

Sponsor: *Who is sponsoring this initiative?*

Possible team members: *Who could collaborate and who could lead the initiative?*