

Phase Your Change

Download the worksheet to create your own Impact Matrix for your potential change efforts to your business model.

Put all your ideas of how you might shift or pivot your work on post it notes. List one idea per post it note. These are your what's. (be responsive to the current state of affairs, and know that's a moving target)

Now stand back and group the ideas that seem to share a common strategy—in other words, HOW you would execute those ideas is similar. You might have 1-5 of these grouped activities. Write up one HOW sticky that describes the “strategy” for each activity group.

Activities must drive toward goals... otherwise you are just keeping busy. Go back to your Thinking Big worksheet—bring the intentions and goals from that worksheet to the top of this worksheet, in order to make sure the activities are driving toward the goals.

Now sort your “HOW” stickies onto your Impact Matrix, Worksheet 5.

In the left bottom quadrant put all the action items that are pretty easy to accomplish in terms of skills and resources but won't have a huge impact. In the left top put the activities that are easy to accomplish but will have a big impact. In the right bottom quadrant put the things that will have a low impact and are hard to accomplish. In the right top quadrant put the items that will have a big impact but are also hard to accomplish.

Seeing all the ideas organized into low hanging fruit and long slogs....related to impact is very helpful. Now you can make a plan of what to do first, then next and so forth.

None of us know how long we will be dealing with the effects of the current crisis. It looks like we will be contending with this for quite some time and that there is the potential for a resurgence in later months. Revisiting this activity at different points in time will help ensure you are being responsive to an ever-changing context.

Next, I will end the mini course with 10 top tips for leaders of transformative efforts during the current crisis.