



Change Management: The importance of good communication.



DAMIAN DRIBBY SMART COACHING

▶ **READING** IN 22 COUNTRIES
▶ **DELIVERING** CUSTOMER READING
▶ **RESEARCH** WITH THE SA
▶ **ANALYSIS** FOR
▶ **PERSONAL BRANDING**
▶ **COMMUNICATION AND CUSTOMER**
▶ **PRESENTATION**
▶ **INDIVIDUAL**



David is a very effective educator, coach and speaker. His delivery is very engaging and he presents



It was a very enlightening experience to understand myself more as a professional and understand my team skills



This training was great step in my life



My compliments to Mr. Rigby for his ability to deal with the challenges of a multi-cultural class



David ran an excellent course on the International Certification in Advanced Leadership Skills leveraging a unique interpersonal style that made fun learning



You can learn from him just by listening to him speaking



Delivery was fantastic/ delivery was exceptional



with Global Visto ©



► *“It was a very enlightening experience to understand myself more as a professional and understand my team better to support and enhance their skills” “My compliments to Mr. Rigby for his ability to deal with the challenges of a multi-cultural class ” “This training was great step in my life” “You can learn from him just by listening to him speaking” “ Delivery was fantastic/ delivery was exceptional”*
Various training delegates

► *We all absolutely enjoyed David’s presentations. Without question, David is a very effective educator, coach, and speaker. He presented at the recent Student Career Development Conference 2015 at Abu Dhabi University. David’s delivery was very engaging and he presented it in a way that everyone in the audience of 500 could understand”.* **Career Development Manager at Abu Dhabi University**

► *“David ran an excellent course on the International Certification in Advanced Leadership Skills programme. He used his professional depth and business breath to great effect, leveraging a unique interpersonal style that made for fun learning. Well done David.”* **Chief Executive Officer Brainercraft Limited**

► *“Swim in a different pool” these words stay in my mind. When I met David, he reminded me not to be afraid to swim in a different pool meaning to totally change direction in my career and do something new. Well, I have been fulfilling my passion in hotel industry in a few different fields from the start and once again I am now swimming in a different pool. Thanks David.”* **HR & Training Manager at Novotel & Ibis Abu Dhabi Hotels**

► *“David is perceptive where others miss things. If the situation is ambiguous, he will help frame it. If there is a question on where to go next, David is able to come up with a creative plan that is very much out of the box. In other words, there is an enlightened thinker who is able to think strategically and come up with next steps. David is not north and I am grateful for his insights and thoughts. An asset to any client.”* **Journalist, International Business Policy Strategist, Communications Consultant**

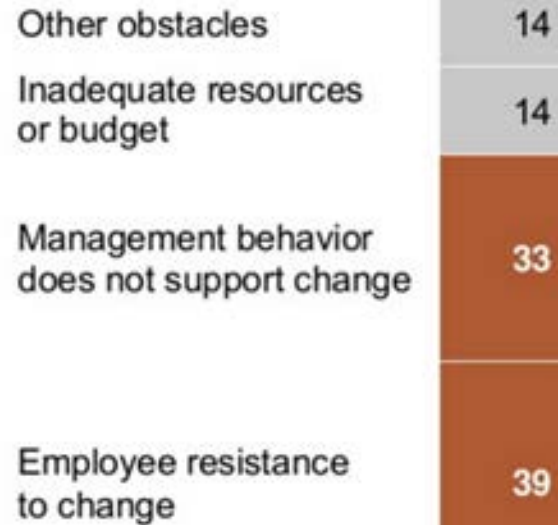


PROGRESS CHANGING FAIL

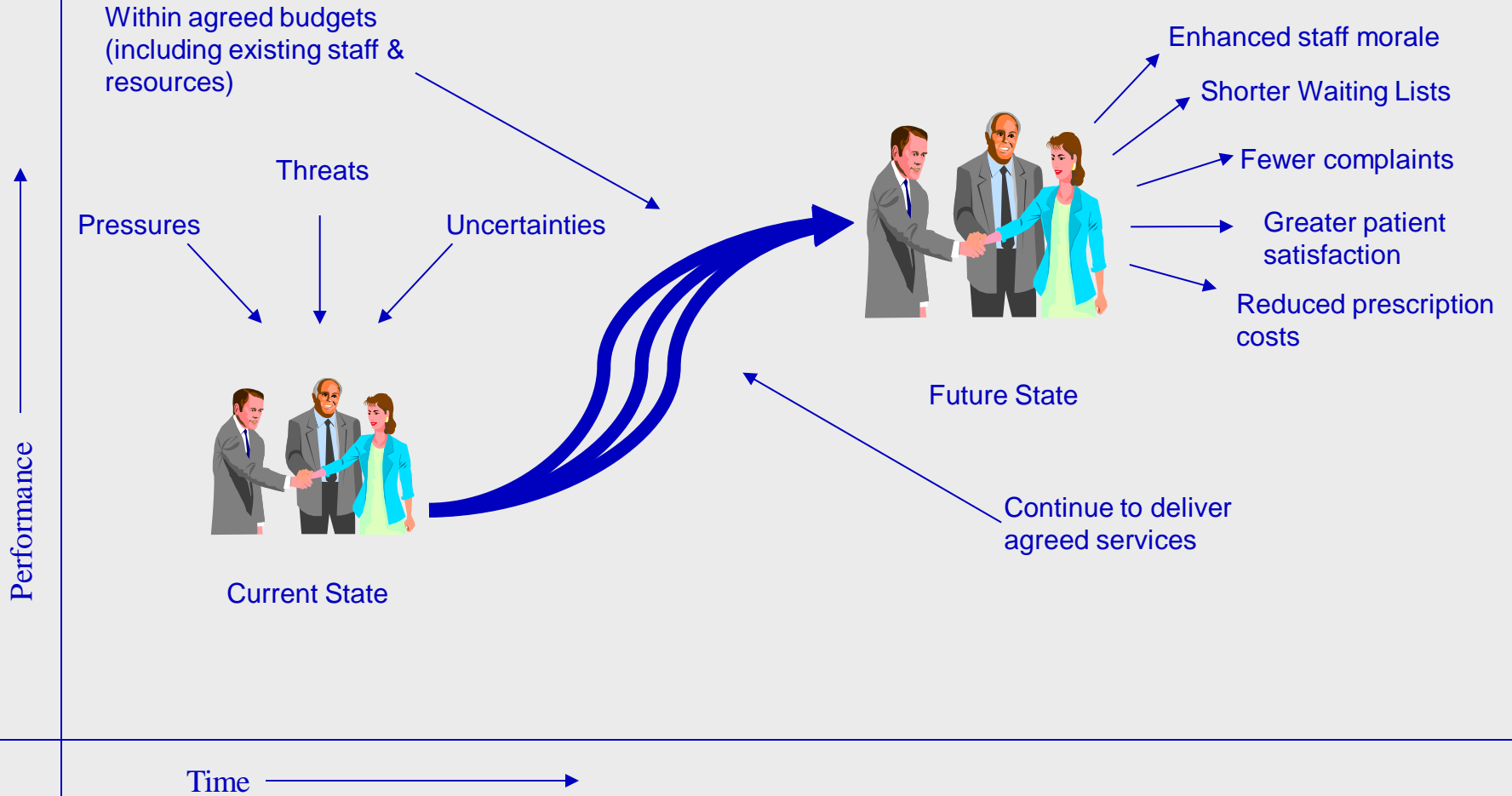
Change program failure rate



Reasons for failure

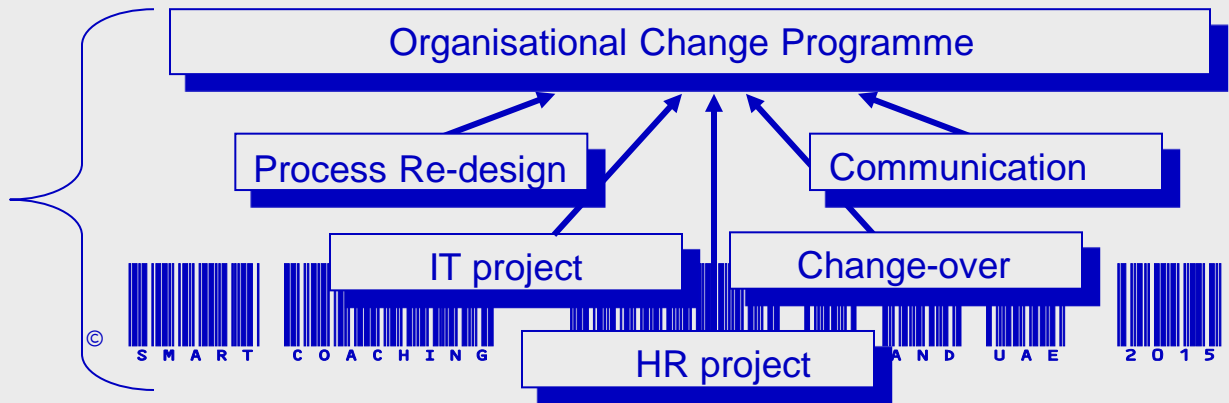
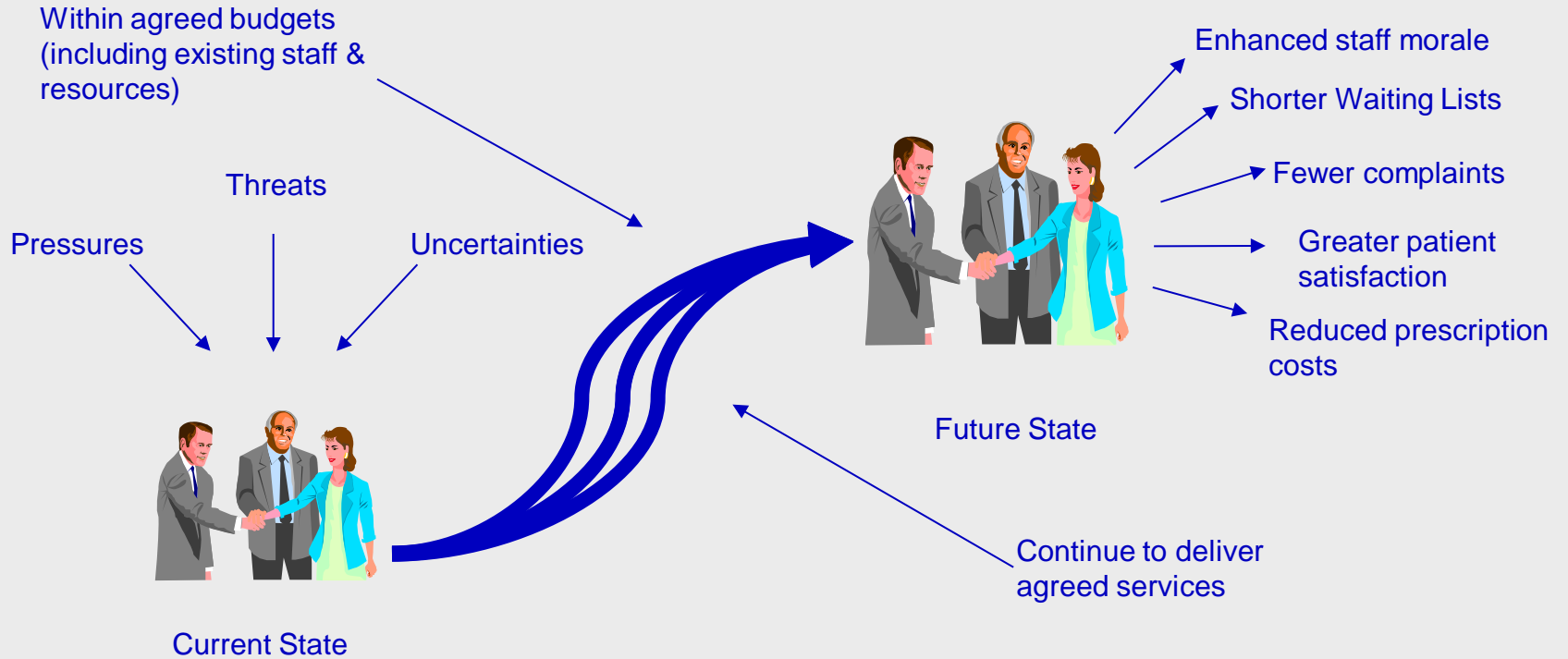


C H A N G E M A N A G E M E N T



C H A N G E

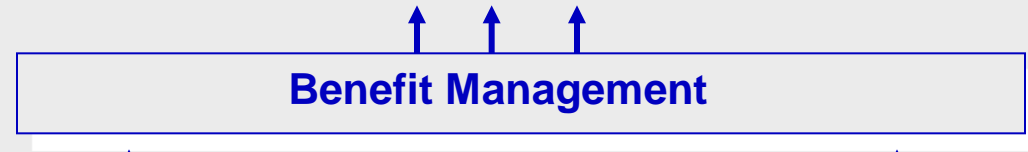
M A N A G E M E N T





Benefits

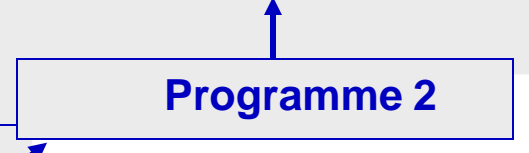
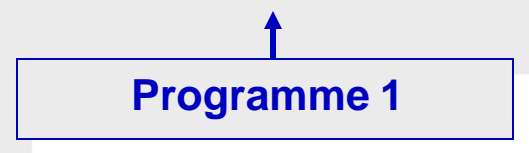
- e.g.
- Shorter waiting lists
- Fewer complaints
- Reduced prescription costs



Capabilities

e.g. universal e-mail

e.g. electronic patient records



Deliverables

e.g. New computers

e.g. Improved Comms network

e.g. New software

e.g. Business process

e.g. Trained staff



RESISTANCE TO CHANGE

ANCE

TO

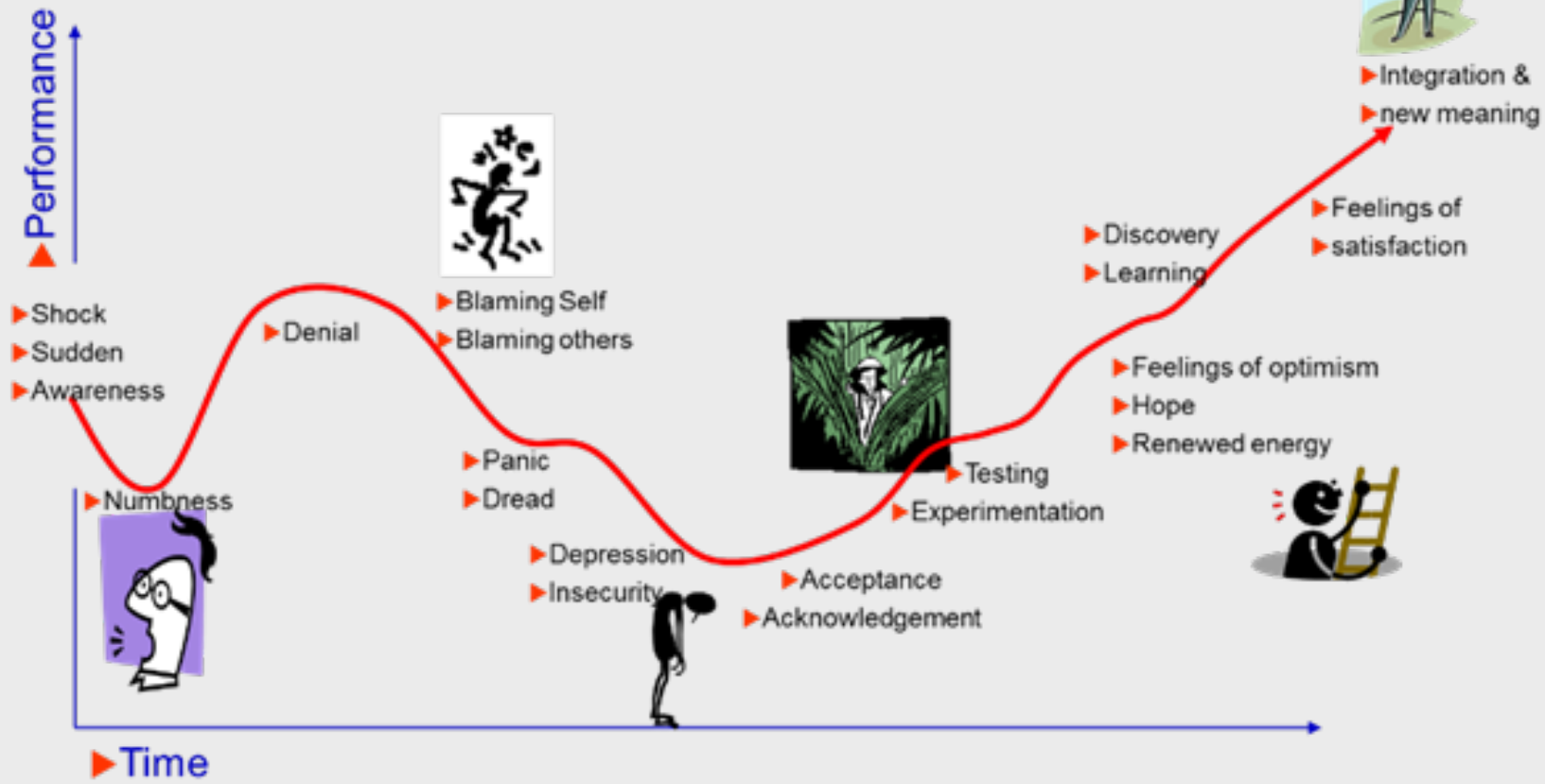
THE FUTURE OF RESOURCES

▶ CHANGING THE WAY WE WORK
▶ SKILLS WE'VE UP OVER THE YEARS
▶ SUDDENLY, WE'VE WORTHLESS
▶ NO LONGER THE EXPERT
▶ LOSS OF FACE IN A VAIN
▶ LEARN NEW SKILLS
▶ EMPLOYABILITY HAS TO BE
▶ RELEARN THE
▶ SKILL MANAGEMENT - MY
▶ HAS SHRUNK
▶ WHAT'S IN IT FOR ME

CURBERS CROSS

TRANSITION S

CURVE



W H A T C A N
A B O U T I T
F E E D B A C K S E T I T
S U P P O R T I T
B U T H O W

B E

D O N E



KEEP THE RESERVE EIGHT

S T I F S - 1



THE MORE SECURITY WE INSPIRE

THE MORE WE MOVE MAKE

OUR OBJECTIVES REAL AND



FEEL THAT WE ARE

UNITED WITH OUR BEST TEAM

WE HAVE THE RIGHT PEOPLE IN

PLACE WITH THE RIGHT

INDIVIDUAL COMMITMENT AND

THE RIGHT MIX OF SKILLS AND



LEADERSHIP TO GET

THE VISION RIGHT

WE CAN DO THIS



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KEEP THE RESERVE EIGHT

KIT THE RES EIGHT

S T E P S



EVERY YEAR, A LOT OF NEW TECHNOLOGY IS INTRODUCED INTO THE MARKET. SOME OF THESE TECHNOLOGIES ARE REMOVED FROM THE MARKET VERY QUICKLY.

OBSTACLES TO SUCCESS IN A MARKET ARE THE TECHNOLOGIES THAT ARE NOT YET INTRODUCED INTO THE MARKET.

CONSUMER CHOICE IS THE KEY TO SUCCESS IN A MARKET. CONSUMERS WANT TO BUY THE BEST PRODUCT AVAILABLE.

LOT OF NEW TECHNOLOGIES ARE INTRODUCED INTO THE MARKET EVERY YEAR. SOME OF THESE TECHNOLOGIES ARE REMOVED FROM THE MARKET VERY QUICKLY.

LEADERS IN A MARKET ARE THE ONES WHO ARE FIRST TO INTRODUCED NEW TECHNOLOGIES INTO THE MARKET.

RECOGNITION IS THE KEY TO SUCCESS IN A MARKET. CONSUMERS WANT TO BUY THE BEST PRODUCT AVAILABLE.



THE DIFFERENCE BETWEEN SUCCESS AND FAILURE IS THE ABILITY TO IDENTIFY AND EXPLOIT OPPORTUNITIES.

CREATING A SHORT-TERM PLAN IS THE KEY TO SUCCESS IN A MARKET. CONSUMERS WANT TO BUY THE BEST PRODUCT AVAILABLE.

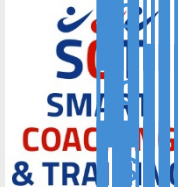
SETTING A TARGET IS THE KEY TO SUCCESS IN A MARKET. CONSUMERS WANT TO BUY THE BEST PRODUCT AVAILABLE.

ACHIEVING THE TARGET IS THE KEY TO SUCCESS IN A MARKET. CONSUMERS WANT TO BUY THE BEST PRODUCT AVAILABLE.

DOING IT RIGHT IS THE KEY TO SUCCESS IN A MARKET. CONSUMERS WANT TO BUY THE BEST PRODUCT AVAILABLE.

DOING IT RIGHT IS THE KEY TO SUCCESS IN A MARKET. CONSUMERS WANT TO BUY THE BEST PRODUCT AVAILABLE.

DOING IT RIGHT IS THE KEY TO SUCCESS IN A MARKET. CONSUMERS WANT TO BUY THE BEST PRODUCT AVAILABLE.



UNDERSTAND THE

CASES FOR CHANGE.



WHAT IS THE BACKGROUND FOR THE CHANGE? WHAT HAS LEAD UP TO THIS NEED TO CHANGE?



WHAT CHALLENGES WE FACING? HOW DO WE KNOW WE'RE RIGHT? IF WE DON'T BEGIN ADDRESSING THEM TODAY, WHAT IS THE IMPACT OF THESE CHALLENGES?



WHAT WILL HAPPEN IF WE STAY THE SAME? WHY SHOULD WE NOT DO THIS?



WHAT ARE WE GOING TO HAVE TO DO TO MAKE THIS HAPPEN?



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TRAINING EXPERTS

2015

CREDENTIALING A

C) M P E L L I N G V I S I O N



THE C M P E L L I N G V I S I O N IS
WHAT WE CHANGEMOULD
LOOK LIKE WHEN IT'S FULLY
IMPLEMENTed. PRESIDENT
JOHNSON BELIEVED THAT THE MASTER
OF ALL THINGS HAD EVENTS WHEN
HE CHALLENGED AMERICA TO
GO AND LAND MAN ON THE MOON
WITH HIM. THE CHALLENGE



AMERICAN COACHES
THE VISION WE SET TO SEE SO
EARLY THAT WE WENT BEYOND THE
WORLD AND THE OLYMPICS
TO BE THE FIRST TO
SMART COACHES THAT STARTED AT



COMMUNICATION CASE

AND VISION

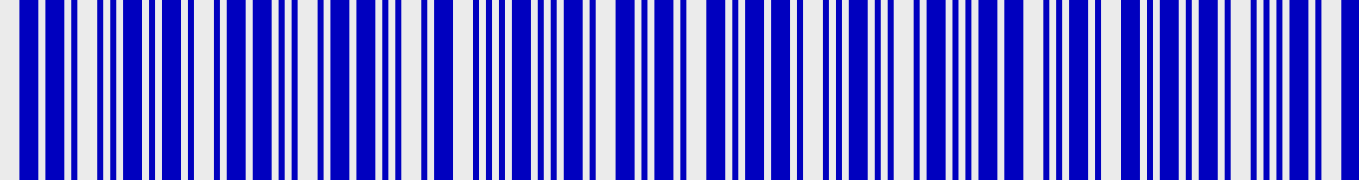


TO STAY ON TRACK IN THE NEXT FIVE YEARS, THE COMPANY MUST TAKE THE CASE FOR CHANGE AND MAKE SURE THAT EVERYONE HAS BEEN MADE AWARE OF THE CHANGES. IT IS NOT ENOUGH TO HAVE A COMMUNICATIONS PLAN IN PLACE. THE COMPANY MUST INVOLVE ALL STAKEHOLDERS IN THE CHANGE PROCESS.



THEY MUST EMPLOY ONLY THE BEST LEADERS AND MANAGERS WHO UNDERSTAND THE CHANGES AND ARE ABLE TO COMMUNICATE THEM TO THE STAKEHOLDERS.





C O M M U N I C A T I O N



W H O
W H A T
H O W

STAKEHOLDERS



WHAT ARE THE STAKEHOLDERS



WHO ARE THE STAKEHOLDERS



AN APPROACH FOR A

STAKEHOLDER



HOW MUCH RISK ARE THEY FOR

THE PRODUCT HOW DO THEY NEED

TO BE TREATED





E A M P L E
S T A K E H O L D E R S



EXAMPLE

STAKEHOLDERS



WORKS WITH THOSE UNDERGOING



CHANGE THROUGHOUT

WORKS WITH THOSE WHO



UNDERGOING CHANGE



MANAGEMENT AND BOARD



EXE CUTIVES



COMPETITION



CUSTOMERS



SUPPLIERS

CULTURE CHANGERS

RESOURCES NEW LEADERS AND

W
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WAYS OF ENGAGING TO

STAKEHOLDERS

- RESOURCES RELEASE
- MAILS AND LETTERS
- SOCIAL MEDIA
- PRESENTING TO STAKEHOLDERS
- TALKING TO STAKEHOLDERS
- YOU COULD ALWAYS TRY
- CONVINCING WITH
- STAKEHOLDERS
- LISTENING
- DEBATING



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HOW IMPORTANT ARE

THESE TAKEHOLDERS



WHICH ONES YOU SHOULD BE
SPENDING THE MOST TIME



MOST TIME WITH THE MOST
IMPORTANT TAKEHOLDERS

HOW IMPORTANT ARE

THESE TAKEHOLDERS



WHICH ONES YOU SHOULD BE
SPENDING THE MOST TIME



WITH THE MOST
IMPORTANT TAKEHOLDERS



THE ONES WHO BY THEIR
INFLUENCE CAN JEOPARDISE

THE PROGRAMME

COMMUNICATION WITH H

AS TAKEE H O L D E R T Y P E



THE Z K A B D L
HOY YOU M I G H T W O W A Y
COMMUNICATE WITH THE
WORKERS.
HOW YOU Y U G E T O COMMUNICATE
WITH THE PARTNERS PARENTS
OF THE WORKERS.
INFLUENCE
DO YOU M I G H T COMMUNICATE
WITH A NEWS PAPER OR BLOG OR
TV .

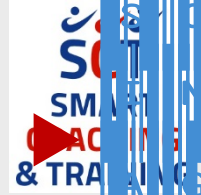


HOW DO YOU LIKE THE PEOPLE TO
COMMUNICATE WITH

YOU DO YOU LIKE THE PEOPLE TO
COMMUNICATE WITH YOU
HOW DO YOU LIKE TO
COMMUNICATE WITH PEOPLE

EACH STAKEHOLDER IS AN
INDIVIDUAL
EACH ONE WILL HAVE
DIFFERENT PREFERENCES.

SOME PREFERENCES ARE
LIFELONG



CULTURAL ISSUES

▶ IN ASIAN COUNTRIES
▶ IN WESTERN COUNTRIES
▶ IN ARABIC CULTURES

C U L T U R A L I S S U E S



I N A S I A N C O U N T R I E S



I T I S I M P O L I T E T O Q U E S T I O N



A T H O R I T Y



I T I S U N S U A L T O M A K E



D E C I S I O N S O N Y O U R O W N O R E V E N

I N A S I A N C O U N T R I E S



I T I S D I F F I C U L T T O G E T H O N E S T

R E P O N S E S

Y O U C A N N O T T E L L Y O U R P E E R T O

D O S O M E T H I N G Y O U H A V E T O A S K

T H E Q U E S T I O N

I N W E S T E R N C U L T U R E S

Q U E S T I O N I N G I S Q U E S T I O N E D A L L

T H E T I M E T O A S K Q U E S T I O N S

I S A M O R E I M P O R T A N T T H A N T H E A N S W E R



B A B Y B O M E F S A N D
M I L L E N N I A L S

B A B Y B O D I E S A N D

M I L L E N N I A L S



YELLING IN THIS WORLD RATHER



DOES THAN WALK TO ANYONE



NO ATTENTION SPAN.

BABY BOYS WITH LITTLE GRASP



OF TECHNOLOGY.



REPER CONVERSATION.



NEWS WOMEN NOT GOING

THERE -



AND IN ADDITION TO ANY TYPE

OF ASHES OF ALL OF THE ABOVE



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BUILDING

COMMUNICATION

DEFENDING



WHAT SHOULD WE FOLLOW AND
SOME PEOPLE HAVE AN AND



WHAT WE SKILL TO GET
WHAT YOU ARE TRYING TO
ACHIEVE AND HOW YOU MIGHT



ACHIEVE WITH
THE DIVISIONAL YOU'RE
TRYING TO COMMUNICATE WITH



YOU AND HOW YOU LIKE TO
COMMUNICATE / BE

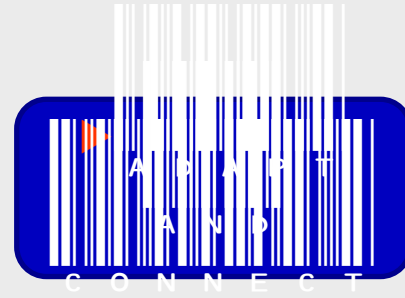
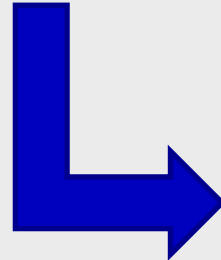
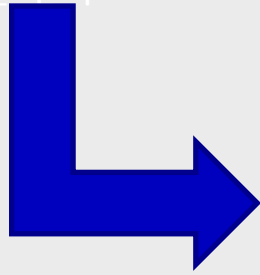


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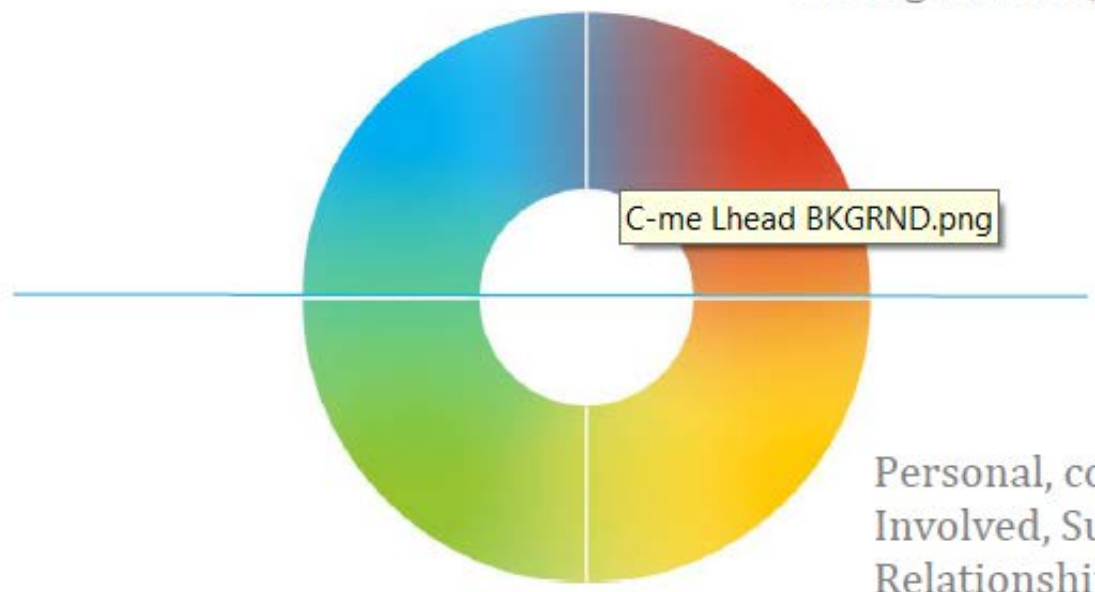
C O M M U N I C A T I N G W I T H
O T H E R S



Thinking preference

'Characterised by the supremacy of the reasoning function' Jung

Analytical, Objective, Task orientated, correct, Strong-minded,



Personal, considerate, Involved, Subjective, Relationship -orientated, Accommodating

Feeling preference

Reflective preference

Observant
Inward focus
Depth
Thoughtful
Cautious



Extroverted preference

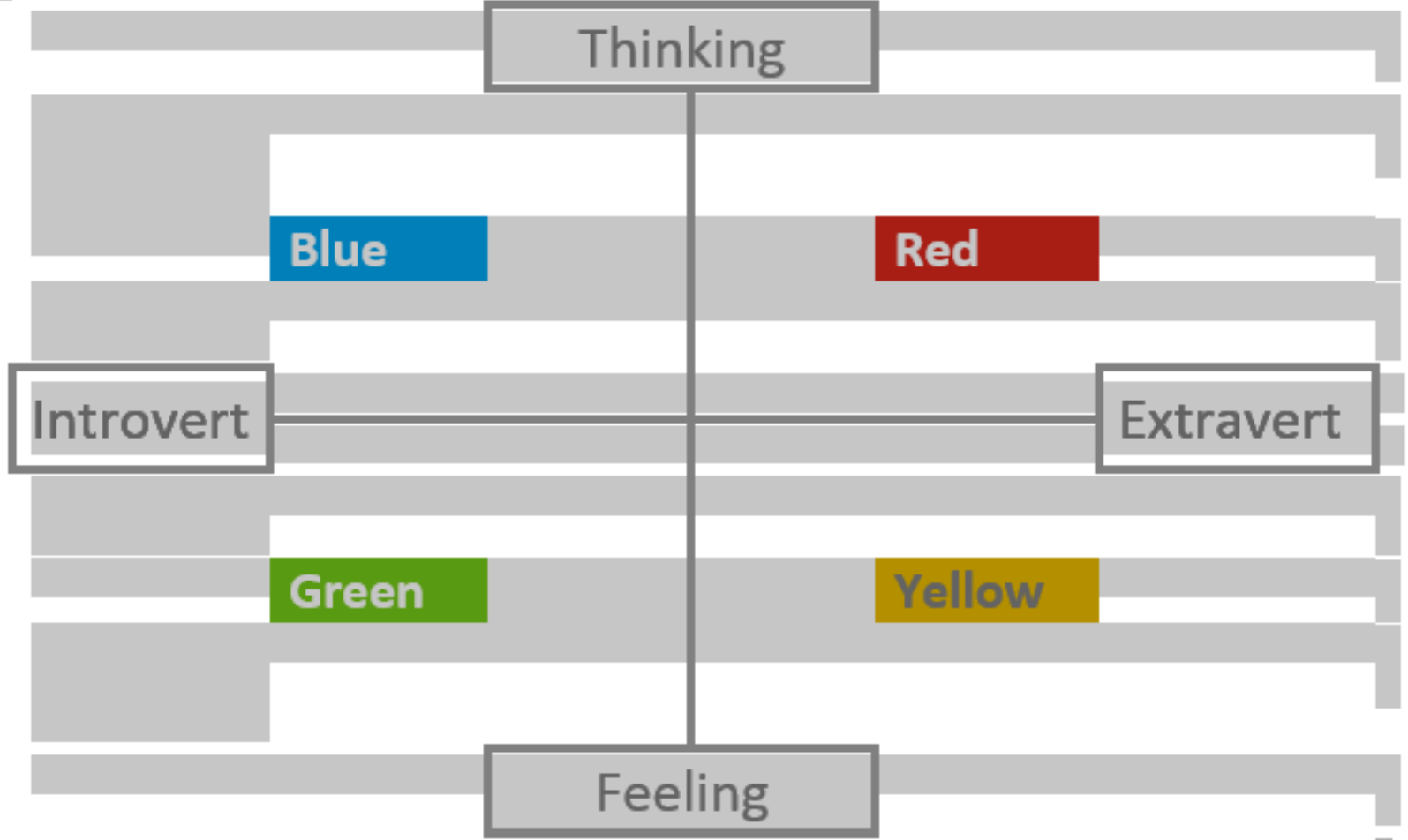
Action orientated
Outward focus
Breadth
Outspoken
Bold

'The extravert orientates themselves predominantly by the outward collective norms of his times, the attitudes of the introvert on the other hand are determined mainly by subjective factors' Jung



F O U R

C O L O U R S

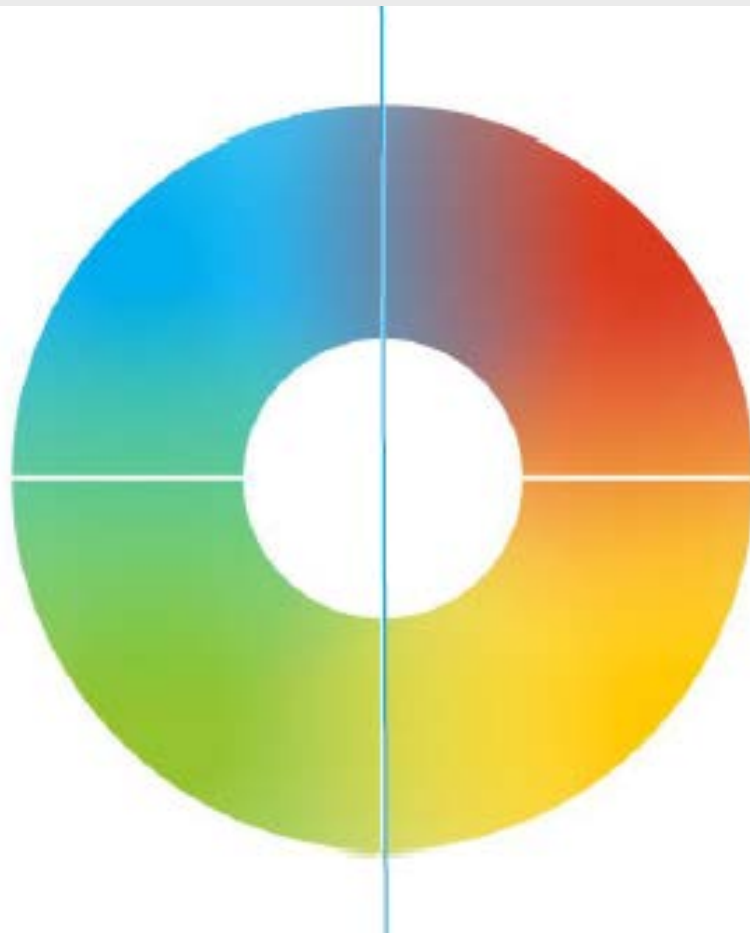


P E O P L E

C H A R A C T E R I S T I C S

Logical and analytical
Enjoys problem solving
Needs time for reflection
Realistic
Sorts out the details
Strong sense of duty
Structured and disciplined

Considerate and caring
Genuine concern for colleagues
Avoids conflict
Involves others in decisions
Respects others values
Supportive and loyal
Works for a democratic solution



Bold and determined
Confident and optimistic
Enjoys stretching goals
Leads from the front
Sets a winning mentality
Thinks big
Direct and to the point

Free spirited
Friendly and optimistic
Generous and open-minded
Inspirational and visionary
Looks on the bright side
Positive outlook
Spontaneous and imaginative

أطباع و سلوكيات الشخصيات

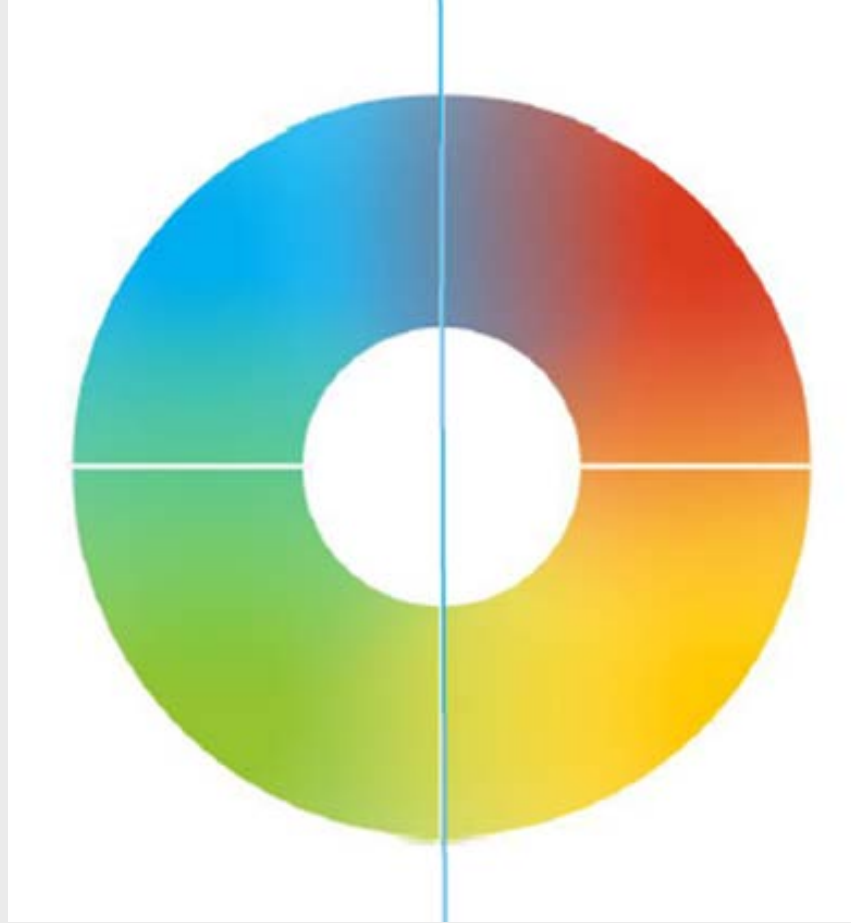
▶ الأزرق لطيف

- ▶ حذر
- ▶ دقيق
- ▶ مباشر و صريح

- ▶ مستفسر
- ▶ رسمي
- ▶ تحليلي

← الأخضر الأرض

- ← يهتمّ بالآخرين
- ← محبوب
- ← مُشجّع
- ← مشارك
- ← صبور
- ← مرتاح



← الأحمـر ناري

- ← منافس
- ← متطلب
- ← قوي العزيمة
- ← طموح
- ← قائد

← الأصفر مشع كالشمس

- ← اجتماعي
- ← ديناميكي
- ← تبسيطي
- ← متحمس
- ← مُقنع

TEAM COACHING RULES



BEFORE THE COACHING SESSION

Attends to the details
Questions the team's
method
Focuses on getting things
right

Focuses on the task in
hand
Spots flaws in the plans
Holds team accountable for
commitments

Sets stretching goals
Confronts poor
performance
Gets on with the job

Keeps the team to the
agreed process
Brings organisation skills
Prepares for all
eventualities

Motivates the team
Encourages all to
participate
Explores new ways to
tackle problems

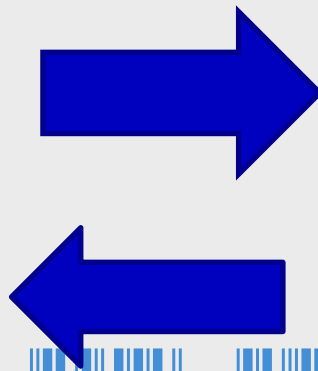
Builds a consensus
Ensures everyone has their
say
Focuses on values

Keeps the team together
Remembers the good
things
Supports the less able
members

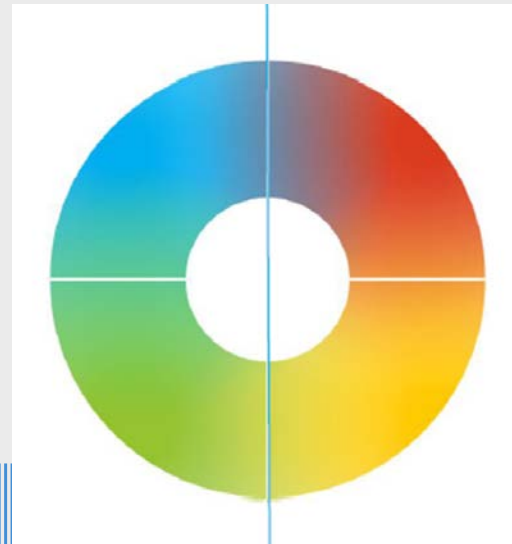
Promotes a positive
approach
Spreads warmth and
energy
Inspires the team



▶ You



▶ Stakeholder as an individual



DO YOU WANT TO BE THE BEST STAKEHOLDER WHO
ADOPTS YOUR STYLISH AND MODERN
BY YOURSELF TO ADOPT
THE COMMUNICATION STYLE OF THE
STAKEHOLDERS
DO YOU WANT TO BE THE BEST STAKEHOLDER WHO
ADOPTS YOUR STYLISH AND MODERN
BY YOURSELF TO ADOPT
THE COMMUNICATION STYLE OF THE
STAKEHOLDERS

COMMUNICATION

CHANGE MANAGEMENT



WHICH INDIVIDUALS
INDIVIDUALS HAVE COMMUNICATION
PREPARED TO DO WELL AS
DIVERSITY HAS BEEN



WHICH STAKEHOLDERS
ROLES & WAYS OF COMMUNICATING
DEPENDS ON STAKEHOLDER ROLES
AND THE DEGREE OF RISK AND



WHICH CAPABILITY
WHAT
MANAGE THE KNOWLEDGE FOR
TRANSITION STRATEGIC VISION
CLASSIFIED BY ANE IN THE CASES



Change Management: The importance of good communication.



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