



Change advocates are not
always who you'd expect



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Would you be surprised to
hear that they could be
your biggest detractors?



Let me share something
with you



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Your biggest detractors are usually people who have been with you a long time



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They probably know parts
of the company better than
you do

They have a voice that is
listened to



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They are passionate



However, they have either
been ignored or feel that
they are not listened to



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What if you actually took
the time to listen to their
point of view,
understand it and value it?



What if you made them part of
the change process?



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Allowing them to be a
dissenting voice


Empowering them to use their
expertise and influence to
make the project better




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Having it adopted by others
not aligned with your
original vision



Remember, these people are
often high-energy and passionate,
and by doing this . . .



... you can turn these
detractors into advocates
willing to drive the change




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Because they felt listened to,
understood and valued



Change needs to hear all
types of voices throughout
the process to succeed



Let's work together
to bring about
the change you desire
within your organization



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LET'S TALK!

**CORPORATE & INTERNAL COMMUNICATIONS
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