Champion Change: Roles for Everyone

As a champion of change you will want to involve others to model the desired change, gain buy-in, create short-term gains, and empower action. You know how important it is to obtain involvement and buy-in. Leaders of the organization will model the desired change. They will also seek ways to gain buy-in and empower the entire workforce to action. Employees may serve on teams or as subject matter experts. Following are examples of atypical ways to gain support and provide opportunities for employees to be more involved:

- Connect with executives for sponsorship and support. They can meet with teams to provide advice and encouragement and provide recognition and letters of appreciation.
- Update management teams regularly so they can pass success stories on to others in their departments.
- Implement capacity-building efforts by seeking people from underrepresented groups. Ensure that administrative staff and those on night shifts have opportunities to be as involved as others.
- Create effective transition strategies by involving anyone who can lend ideas and time to the effort.
- Connect with the informal leaders of the workforce. Gain their trust through dialogue. Stay connected with them throughout the change effort to help you understand what concerns the workforce may have.
- Engage stakeholders, even those on the fringes. Find the “friends” of the change effort and enlist them to help with communication or other tasks.
- Identify people who can help make things happen. Ask them how they would like to be involved.
- Reach out to the naysayers. Invest time in those who strongly oppose the change. Do a little investigating to learn what is behind their negative attitude. They will not be able to change until they have let go of what they believe is better.

Who else could you involve? Highlight each approach that you will use. Begin a plan for how to do this.