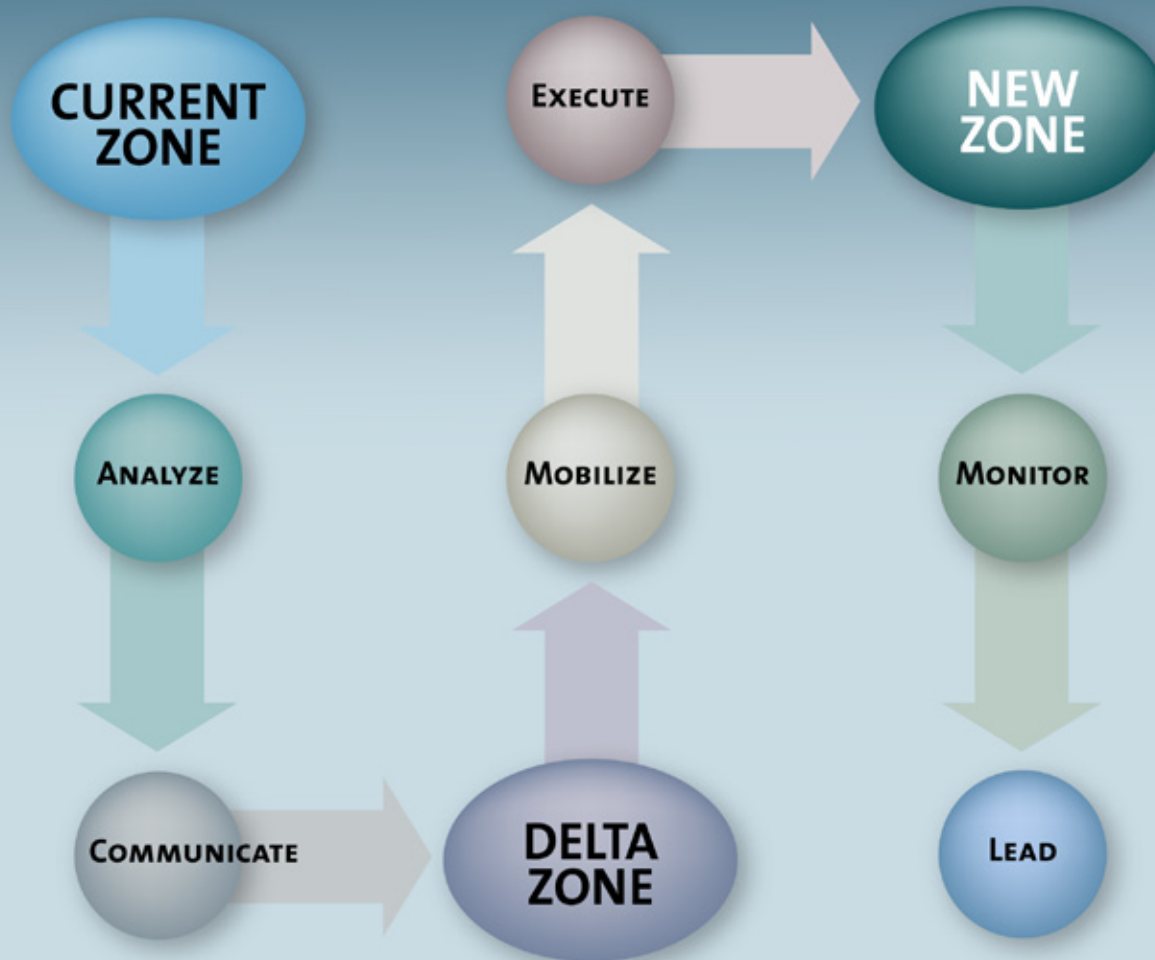


ZONES of Change Management™

Rating Scale
 1 = Not here
 2 = Sometimes/Poor
 3 = Most of the time/Avg.
 4 = Regularly/Good
 5 = Excellent/Model



1. The business case for change is clearly developed and quantified after an analysis of status quo consequences. 1 2 3 4 5
2. Executive team is visibly active sponsoring and supporting change with field advocates on board. 1 2 3 4 5
3. A project structure with clearly defined roles, expectations, milestones, and goals is in place. 1 2 3 4 5
4. A change management communication plan addressing all key stakeholders is being utilized. 1 2 3 4 5
5. Outcomes of change effort and vision of future state have been established and communicated. 1 2 3 4 5
6. Sources of resistance and support to change have been identified and a plan is in place to address. 1 2 3 4 5
7. The majority of employees are on board with the change effort being pursued and are investing their effort in the process. 1 2 3 4 5
8. Necessary changes to organization, processes, systems, and people have been implemented in support of the effort. 1 2 3 4 5
9. Project milestones, goals, and objectives are reviewed weekly with executive and field leadership team to stay on track and make necessary adjustments. 1 2 3 4 5
10. Reinforcements, encouragements, and rewards for contributions to the change effort are consistent and visible to the organization. 1 2 3 4 5
11. Integration of new change into the business has solidified from initiative stage to institutionalization. 1 2 3 4 5
12. The executive team, field leadership, and key field stakeholders are “walking the talk” and clearly supporting and living the new change. 1 2 3 4 5

Tally the results from each question to obtain your assessment score. To schedule a consultation regarding your score, contact Greg Hanlon.