

Managing Complex Change

Description

VISION + SKILLS + INCENTIVES + RESOURCES + ACTION PLAN = CHANGE

Any good strategic planning process will address each of these, but implementing each one consistently over time is where things can get tricky. This framework was created and copyrighted by Dr. Mary Lippitt. It shows what it can feel like in an organization when any one of these 5 elements is missing.

MANAGING COMPLEX CHANGE										
Vision	+	Skills	+	Incentives	+	Resources	+	Action Plan	=	CHANGE
		Skills	+	Incentives	+	Resources	+	Action Plan	=	CONFUSION
Vision	+			Incentives	+	Resources	+	Action Plan	=	ANXIETY
Vision	+	Skills	+			Resources	+	Action Plan	=	GRADUAL CHANGE
Vision	+	Skills	+	Incentives	+			Action Plan	=	FRUSTRATION
Vision	+	Skills	+	Incentives	+	Resources			=	FALSE START

For Digital Marketing Projects, a good place to start and get you thinking is to [watch the video about SOSTAC](#)

Category

1. Digital Marketing

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