

The Top 6 Change Leadership Actions You Need to Take to Lead Your Firm

Jonathan McDonald, a noted author and expert on change management, once said, "Change is the only certainty." Today is the slowest rate of change we will ever experience. And those who are more adaptive to change stand the greatest chance of survival.

Change has become business as usual in the accounting profession, and your firm's success depends on how firm leaders manage and execute that change. So how are you approaching the changes happening in your firm today? If you feel you could be doing a better job, consider taking these six change leadership actions immediately.



Remember: Everyone is tuned in to WIIFM

Motivation to comply with change efforts comes in many forms, but it all comes down to one question: "What's in it for me?"

It's essential to think about what motivators will appeal to your team. Is it money? Making their life/job easier? Saving time? Opportunities for career growth? The answer might be different for everyone, but you need to understand each person's motivation to lead them through change the right way.

Answer the two "Why Questions"

To lead change, you must answer the two "Why Questions."

- Why do we need to change?
- Why will this idea be better?

Before you have a chance to secure buy-in to change, you need to effectively answer these questions and pass this tollgate mentally with your team. This demonstrates that this isn't just about changing for change's sake.





Seek to understand, then to be understood

If someone is opposed to change, talk to them to better understand the reason behind their reaction. Give people a chance to share their thoughts and be heard. Take their comments into consideration and follow up to communicate how you implemented their feedback or will use it in the future.

Recognize and address change fatigue

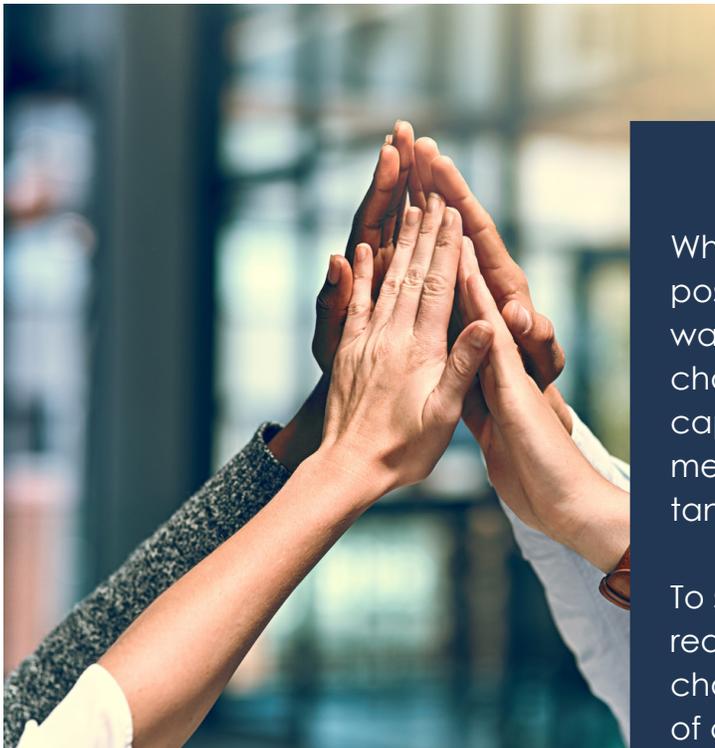
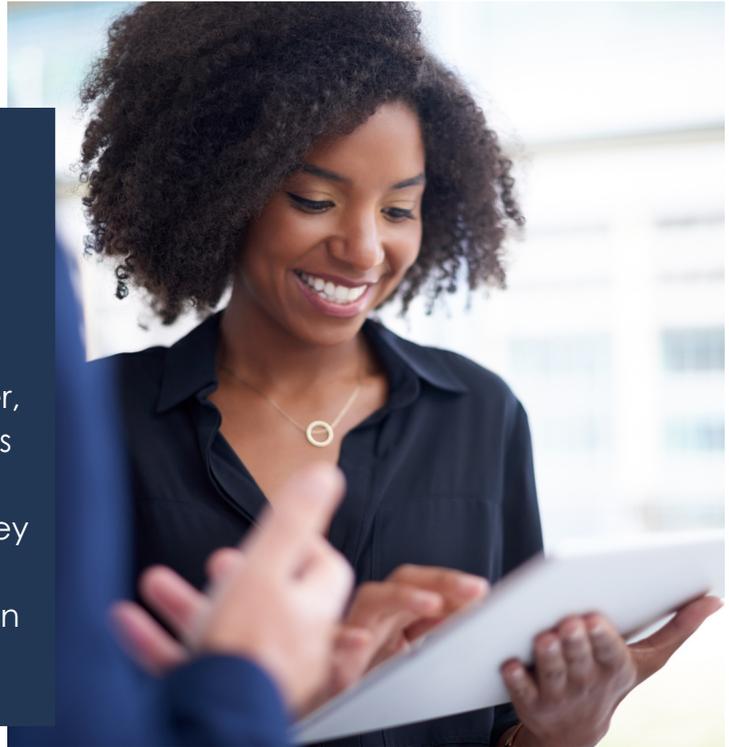
Eye rolls, short tempers, disengagement during group discussions and an increase in complaints are all signs of change fatigue that can take a toll on your initiatives.

Have a technology strategic plan that allows you to pace yourself and ensures people aren't spinning their wheels and wasting time on efforts that aren't moving the firm forward. Make sure you're communicating well and often and celebrate small wins along the way. This keeps the momentum going and recognizes the people contributing to the process.



Consider feedback as a gift

Detractors tend to speak the loudest and can harm your ability to implement positive change. However, when you approach those detractors and listen to and understand their concerns, you often discover that they care a lot about the firm. Win them over, and your biggest detractors can become your biggest promoters.



Share success stories

When the changes you implement have positive results, share them! Some people wait to get on board until they see that the changes are successful. It's crucial to capture and share success stories and metrics. This helps make the transition more tangible and relevant.

To successfully navigate the changes required in your firm, you must move past change management to create a culture of change leadership. This will create an engine that will truly lead your firm into the future.