

# Attendance

Please login to Canvas and “Check-In”

No code required

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**Company:** non-profit organization [Heroic Gardens](#)

**Founder:** Collie Turner

**Project:** Identify needed functionality that will enable volunteers, Veterans and supporters a seamless user experience. This includes two major parts: propose website enhancements and build the CRM function. In addition, teams will select one additional opportunities (see next page).

## **Stakeholders attending the interview:**

- Client: Collie Turner, founder of the non-profit organization
- Board member: Dawn Heefner
- Volunteer & Board Member: Heidi Pelczar

## **Each team will also select one of the following additional opportunities:**

- a) Collect (Veteran) client information through the website
- b) Build out a CRM database that can integrate with NetSuite and other digital tools currently used and can provide segmentation over time
- c) Determine if a platform change is needed and recommendations as to why and how
- d) Build a donation/fundraising system
- e) Build an online application process for Veterans seeking assistance
- f) Create a registration and calendar system for Volunteers to participate, send automatic reminders and maintain accountability

**If you complete 2 opportunities, then you will earn extra credit for your team project.**

# PROCESS

- **Each team: name a representative to ask your team's questions**
- **First round of questions: each team can ask up to 3 questions (after the first round, we will open it up for additional questions from any teams)**
- **First team (volunteer): Delta**
- **Then:**
  1. Quaranteam
  2. Three
  3. Alpha
  4. Flower Power
  5. Six
  6. CARI
  7. GWC
  8. Dream Team
  9. Pandemic! At the Disco
  10. Eleven

# Change Leadership: Kotter

MIS3535 | LEAD GLOBAL DIGITAL PROJECTS

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Marie-Christine Martin



# Compare & Contrast

## See-Feel-Change Vs. Analysis-Think-Change Technique?

3 major limitations with Analysis-think-Change Technique:

- 1) Do we need a 50 pages detailed report to find that the old strategy isn't working?
- 2) Analytical tools have their limitations... even more in a fast paced ever changing environment!
- 3) Who will have the desire/time/motivation to read 100 pages analysis?

Which approach do you learn in a business school?

Let's split up into 8 teams

*Make sure to note your  
Breakout Room #: it is the  
step you are assigned!*

# Each team will explain one of the following:

Team 1 – Increase Urgency

Team 2 – Build the Guiding Team

Team 3 – Get the Vision Right

Team 4 – Communicate for Buy-in

Team 5 – Empower action

Team 6 – Create Short-term Wins

Team 7 – Don't Let Up

Team 8 – Make Change Stick



## On all future leadership day :

Prepare a brief PowerPoint presentation (2-5 slides) for your 3 favorite short stories.

- 1) The first slide will “tell the story”.
- 2) The following slide will include **key lessons learned** the reader should take away from the case.
- 3) The last slide will include a real-life example that relates to the stories (from your past experience or your current project)

Students will be selected at random to lead the class discussion on one of these short stories and will use this slide deck to add structure to their discussion.