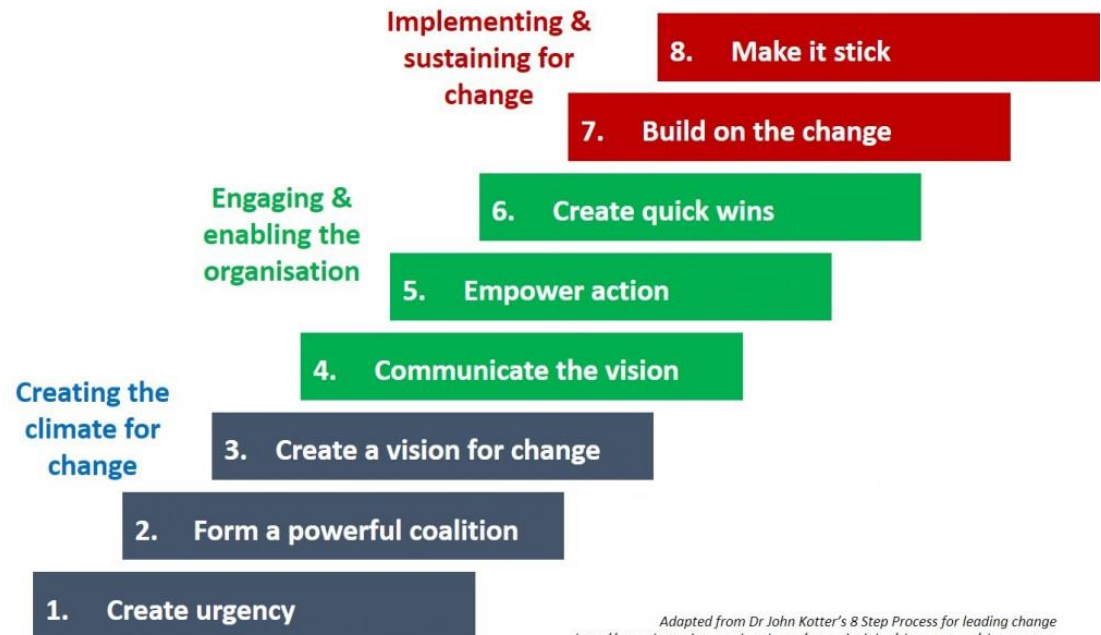


Week 5

MIS3535 | LEAD GLOBAL DIGITAL PROJECTS



Simulation Debrief

1) Review class output



2) Discuss takeaways from the simulation:

1. What worked well?
2. What didn't work well?
3. How did you adjust your strategy during the simulation?
4. Any employee you liked/preferred "working" with in the simulation? Any resistors?

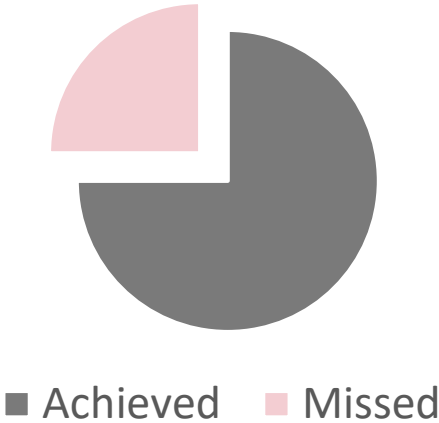
Scenario 1: Low Authority, Low Urgency

Total Number of Students: 20

Results: **75% Achieved critical Mass (15)** / **25% Missed (5)**

But 8 students (40%) did not achieve on their first run – **Achieved after an average of 2 runs**

Class Results



Simulation Discussion

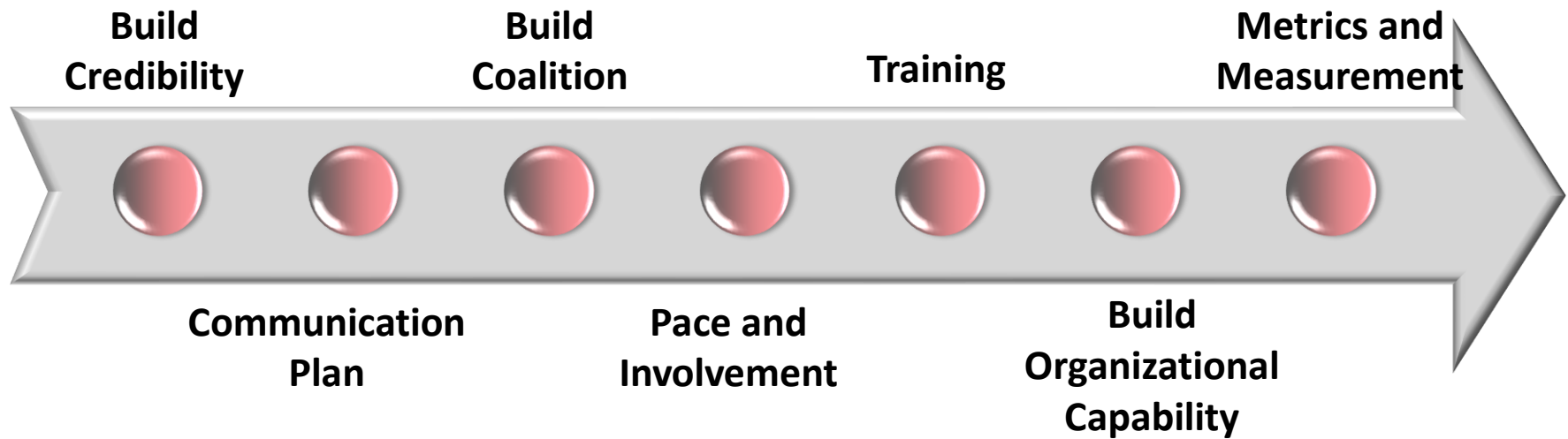
Takeaways from the simulation:

1. What worked well?
2. What didn't work well?
3. How did you adjust your strategy during the simulation?
4. Any employee you liked/preferred "working" with in the simulation? Any resisters?

Kotter's 8 Steps



Some Key Process Choices



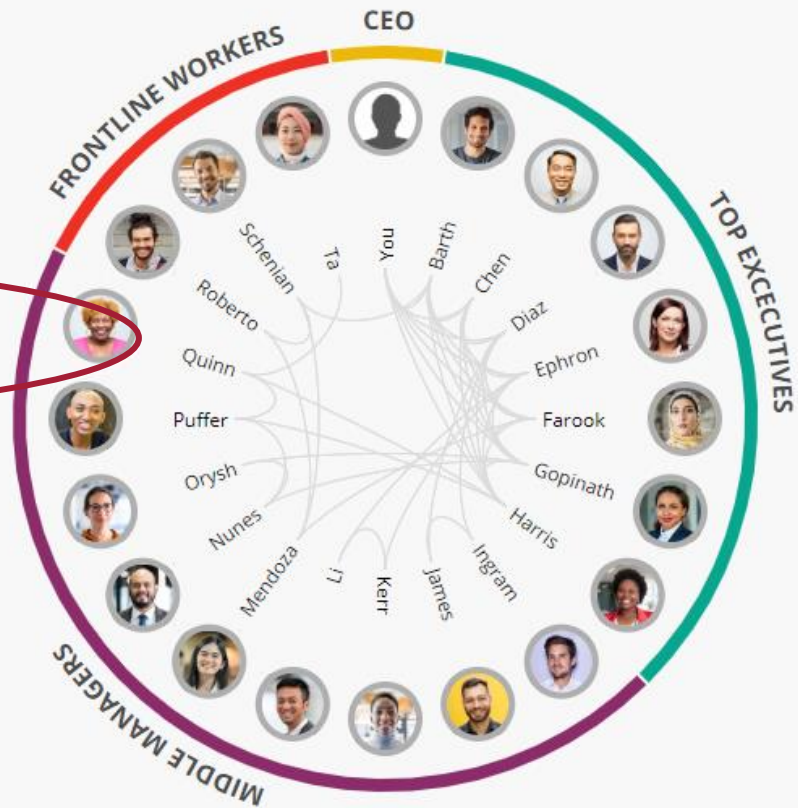
Know Your Social Network

Relationship Network

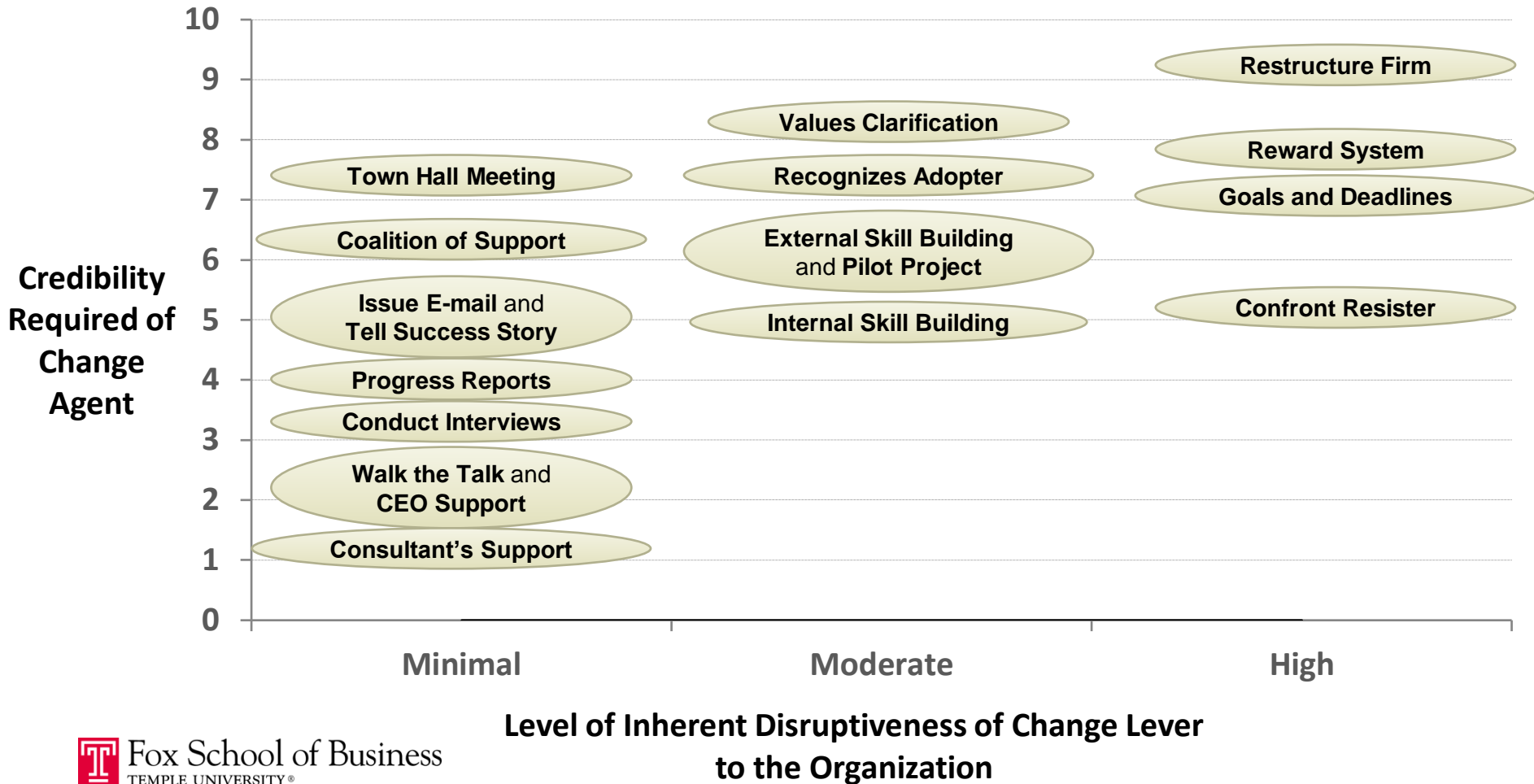
Formal and informal connections among all targets in the company

- Works directly with
- Is friends with
- Works directly and is friends with

Rollover the people to see their networks highlighted. You will only see a person's informal network after they have been interviewed.



Key Change Lever Attributes in the Simulation



Change in Low Urgency Situations: Gradual Build to Institutionalization

<p>Highly Disruptive Levels</p>			<ul style="list-style-type: none"> • Confront Resister • Goals and Deadlines • Revise Reward System • Restructure Firm
<p>Moderately Disruptive Levels</p>		<ul style="list-style-type: none"> • Internal Skill-Building • External Skill-Building • Pilot Projects • Recognize Adopters • Values Clarification 	<ul style="list-style-type: none"> • Internal Skill-Building • External Skill-Building • Pilot Projects • Recognize Adopters • Values Clarification
<p>Minimally Disruptive Levels</p>	<ul style="list-style-type: none"> • Conduct Interviews • Post Progress Reports • Issue E-mail • Tell Success Story • Build Coalition of Support • Hold Town Hall Meetings 	<ul style="list-style-type: none"> • Conduct Interviews • Post Progress Reports • Issue E-mail • Tell Success Story • Coalition of Support • Town Hall Meetings 	<ul style="list-style-type: none"> • Conduct Interviews • Post Progress Reports • Issue E-mail
	<p>Mobilize Phase</p>	<p>Movement Phase</p>	<p>Sustain Phase</p>