



HITTING THE SHIFTS:

**Managing Change to
Fulfill Your Mission**

PRESENTED BY



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SESSION FLOW

- Introductions (5 minutes)
- Presentation (35 minutes)
- Question & Answer (20 minutes)

"Change is the only constant."
Heraclitus, Greek philosopher

"The pessimist complains about the wind;
the optimist expects it to change;
the realist adjusts the sails."
William Arthur Ward



So, how does an organization adjust its sails?



THE CASE FOR CHANGE

EXISTING STATE



FUTURE STATE

What are the objectives?
What are the guiding principles?
What is the "bottoms-up" solution?
What are the "potholes"?
What are the learning moments?

GUIDING PRINCIPLES

- ✓ Communicate the vision
- ✓ Encourage buy-in
- ✓ Face obstacles head on
- ✓ Practice endurance
- ✓ Arrive at the Goal

CHANGE IS....

Structural

Cultural



Any implemented change can, in fact, impact how that person does their job, their schedule, and even their home life.

Communicate the Vision

How do you inform your employees, staff, and others affected by the change?



Your job is to get them to believe that the change will be better than the current experience.

- ✓ How would you want the news delivered?
- ✓ How will it impact their lives?
- ✓ How is that person part of the end goal?

Be thoughtful and honest about your talking points. Share:

- ✓ Why the change is occurring
- ✓ The steps that have already happened
- ✓ Examples of how it will increase impact
- ✓ Be specific about goals and outcomes

Focus on how the end result is a better future for the organization and constituents.

Encourage Buy-In

Chances are, the team (Board and/or Staff) hasn't yet come to terms with the concept. That's ok!

Getting buy-in from everyone can be tough, but becomes easier when you...

- ✓ Give people time to absorb the concept
- ✓ Engage the loudest voices (positive and negative) in the discussion
- ✓ Allow your team to have a stake in the new and improved outcome



IT IS TIME FOR THE SOCIAL MEDIA MINUTE

Please take 60-seconds and post one takeaway, picture or thought from this session on a social media platform of your choice and tag

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Face Obstacles Head-On



Obstacles are your “potholes”!

Potholes early in the process should leave you and your team with enough time to learn and grow from your mistakes.

Remember...

- ✓ Potholes can be structural AND cultural

Potholes can be managed if you...

- ✓ Constantly communicate goals and progress
- ✓ Provide HOPE about the outcome

Practice Endurance

Implementing change is a lot like around the world race. It seems like a good idea at first, but about halfway through you might be wondering what you got yourself into!

As a manager, you likely have the experience and knowledge to endure the process. You'll gain some ground and lose some as you encounter other obstacles.

Things that can help along the way...

- ✓ Rally the crew!
- ✓ Provide a visual tool to show progress
- ✓ Don't let frustration stifle momentum
- ✓ Manage the change day by day

“
CHANGE ISN'T AN
ALL OR NOTHING
PROCESS. IT
HAPPENS OVER
TIME, NOT
OVERNIGHT.
”

KELLY MCGONIGAL, PH.D.

Arriving at Your Goal

You made it!!

But as you know, the work is NEVER over at a nonprofit. Set aside some time with your team, and on your own for reflection. There will be more change to come.

What Got
You Here
Won't Get
You There

As a Team:

- ✓ Lessons learned
- ✓ Potholes
- ✓ What went according to plan

As a leader:

What would you have done differently versus the same to manage the change?

- ✓ Approach
- ✓ Framing
- ✓ The goal itself and preparations

QUESTIONS?

Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

Thank you for attending this session!

