

Navigating Change

The Leader's Survival Guide

"Live with Purpose. Lead with Heart."

"The only constant in life is change, and the only way to make sense of change is to plunge into it, move with it, and join the dance." b Alan Watts

The 3C Framework for Change Leadership

CONTROL what you can b" **COPE** with what you cannot b" **CONCENTRATE** on what matters most

Phase 1: Shock & Denial

"This can't be happening." Initial resistance and information rejection.

Phase 2: Anger & Resistance

"This is ridiculous." Emotional pushback and blame-seeking.

Phase 3: Exploration

"Maybe there's something here." Curiosity begins to emerge.

Phase 4: Commitment

"I can make this work." Full engagement and ownership.

1 Lead with Transparency

Share the "why" behind change. People resist what they don't understand.

2 Acknowledge the Loss

Validate what people are giving up. Change always involves grief.

3 Create Quick Wins

Build momentum with early successes. Confidence comes from competence.

4 Communicate in Layers

Repeat key messages 7 times, 7 ways. Assume nothing is heard once.

5 Involve People in Solutions

Engagement increases when people help create the path forward.

6 Support the Emotional Journey

Change is 10% logical, 90% emotional. Lead with empathy.

"What's happening TO me" b "What's possible FOR me"

"I have to change" b "I get to grow"

Your Change Leadership Action Plan

Current Change Challenge: What change are you or your team navigating right now?

Phase Check: Where are most people in the change curve? (Circle one: Denial b" Resistance b" Exploration b" Commitment)

This Week's Focus: Which strategy above will you implement first?

Ready to Lead Change with Confidence?

Download more change leadership resources, book a keynote, or explore coaching at drtimcrowley.com

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