Building Commitment
Leading Change

Building a strong connection to the change requires people to do more than acknowledge a new way of doing something. Leaders can help people connect to and internalize the change by finding ways to engage those most affected and build their commitment and buy-in.

It's a leader's job to help embrace the new way, and they'll more likely sustain performance.

How We Build Commitment

<table>
<thead>
<tr>
<th>Hear</th>
<th>Understand</th>
<th>Engage</th>
<th>Own</th>
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<tbody>
<tr>
<td>✓ Let people know about the change.</td>
<td>✓ Encourage questions.</td>
<td>✓ Continue to communicate.</td>
<td>✓ Recognize effort.</td>
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<td>✓ Share as many details as possible.</td>
<td>✓ Emphasize why the change is important and how they will benefit.</td>
<td>✓ Give people time to digest and process the information.</td>
<td>✓ Share progress and concerns.</td>
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<td>✓ Demonstrate empathy.</td>
<td>✓ Encourage exploration of the change.</td>
<td>✓ Celebrate and communicate successes, big and small.</td>
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Quick Tip:
The more we involve people in creating their future, the more they will invest in it.

Where do you need to focus to increase commitment?
For more on this topic, check out these resources:

**Tips to Lead Your Team Through Change**
Learn three useful tips that will dramatically affect your team’s acceptance of and movement through change. 5 minutes 7 seconds.

**Change Management Tips for Leaders: Give your team a voice**
Strategies for fostering a sense of voice in your team to get buy-in to change. 1 minute 59 seconds.

**Building Commitment for Change**
Four critical elements for successful change. About a 3-minute read.

**People-Centric Change**
Looking at change from a holistic perspective to understand internal and external elements that influence change and incorporating the voice of those impacted by the change. 41 minutes.