

# **MODULE 6**

## **Leading for Change**



## LEVEL 1 OF LEADERSHIP: POSITION

People follow you because they have to



## LEVEL 2 OF LEADERSHIP: PERMISSION

People follow you because they want to



## LEVEL 3 OF LEADERSHIP: PRODUCTION

People follow because of what you have done for the organization



## LEVEL 4 OF LEADERSHIP: PEOPLE DEVELOPMENT

People follow because of what you have done for them



## LEVEL 5 OF LEADERSHIP: PINNACLE

People follow because of who you are and what you represent



**John Maxwell** - American author, speaker, and pastor who has written many books, primarily focusing on leadership.

## 5 Levels of Leadership

- Position – They have to follow you
- Permission – They want to follow you
- Production – You produce results
- People Development – You Recruit, Position and Equip People
- Pinnacle – Respect; They follow you because of who you are and what you have done



## BREAKOUT ACTIVITY

1

What I wanted to  
become,  
when I was a kid.

2

Ten years from now,  
I will be...

3

Top 3 Bucket List  
of all time <3



## CHANGE

- Targeted
- Specific Issues, Problems or Opportunities
- Can be temporary
- Can be incremental

## TRANSFORM

- Comprehensive
- Radical shift
- More disruptive, deeper, radical
- Long-term
- Multi-dimensional, profound



**HR ONLINE**  
PHILIPPINES

# Strategic Analyses

# Strategic Analysis



- Process that involves researching / reviewing / assessing an organization's business environment within which it operates, using certain **frameworks or models**
  - **External Strategic Analysis:** environmental scanning to determine and understand macro-environmental scenarios such as market growth or decline, the company's position, potentials, customer/market trends etc.
  - **Internal Strategic Analysis:** looking inwards (within the organization) to identify positive and negative points of the company/business unit



# Strategic Analysis



## External

**PEST Analysis,  
PESTEL/PESTLE,  
STEEPLE, STEER, TELOS  
and many more**

## Internal

**SWOT Analysis,  
Gap Analysis, VRIO,  
McKinsey 7S**

The logo for the Chartered Institute of Personnel and Development (CIPD). It features the letters 'CIPD' in a large, bold, white, sans-serif font, centered on a dark gray rectangular background.

*Championing better  
work and working lives*

# Strategic Analysis Model: PESTLE

<https://www.youtube.com/watch?v=GFVKKTwkANY>



**POLITICAL**  
**ECONOMIC**  
**SOCIAL**  
**TECHNOLOGY**  
**LEGAL**  
**ENVIRONMENTAL**



# PEST/O Analysis

## **P: POLITICAL/LEGAL**

Elections,  
Government Policies,  
Legislation, etc.

## **E: ECONOMIC**

Stability, Disposable  
Income, Inflation,  
Foreign Exchange,  
etc.

## **S: SOCIO-CULTURAL**

Age Ranges,  
Population, Social  
Classes, Education  
levels, etc.

## **T: TECHNOLOGICAL**

Advancements -  
Artificial Intelligence,  
Internet  
Connectivity/Access,  
etc.

## **OTHERS:**

Environmental, COVID, Wars,  
Climate/Weather, etc.

# SWOT Model

		Positive	Negative
		<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Internal			
External		<b>OPPORTUNITIES</b>	<b>THREATS</b>

# Activity: SWOT/PESTO Analysis

	Positive	Negative
	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Internal		
External	<b>OPPORTUNITIES</b>	<b>THREATS</b>
	<b>PESTO ANALYSIS</b>	

Get the client on board

Build the team

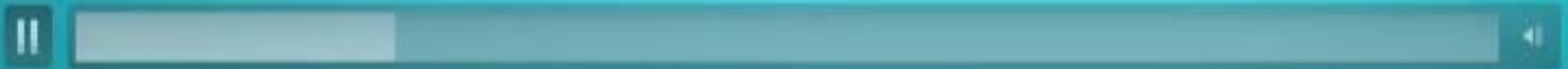
**Increase urgency**



Get things moving  
Communicate

**Get the vision correct**

Did the team



Share it with

Get things moving

# Communicate

at the vision correct



Incorporate change

# Focus on short-term goals





Don't give up

**Incorporate change**

short-term goals

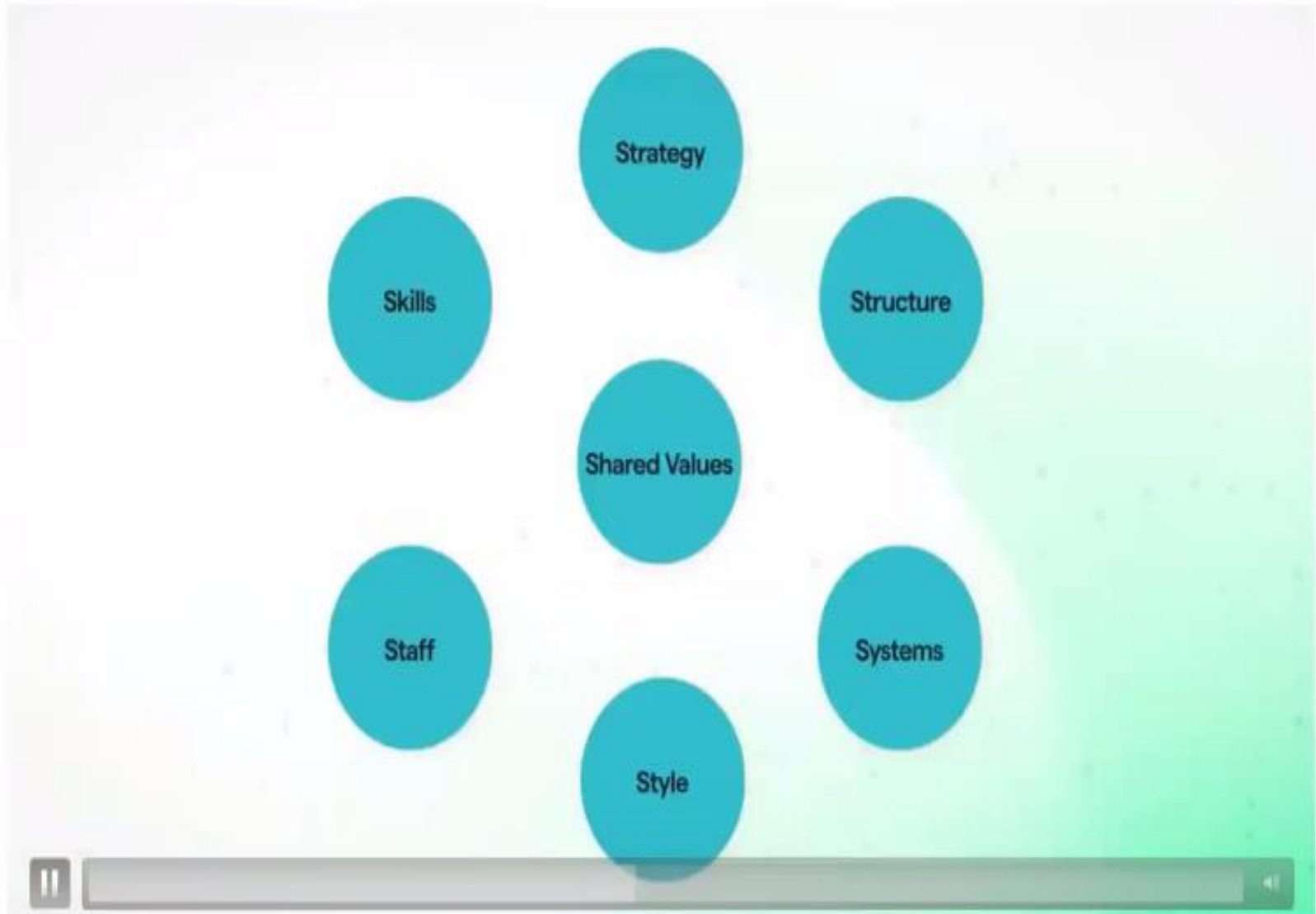


**Don't give up**



<https://www.youtube.com/watch?v=ksQ3f0y6smo>

Models of Change Management

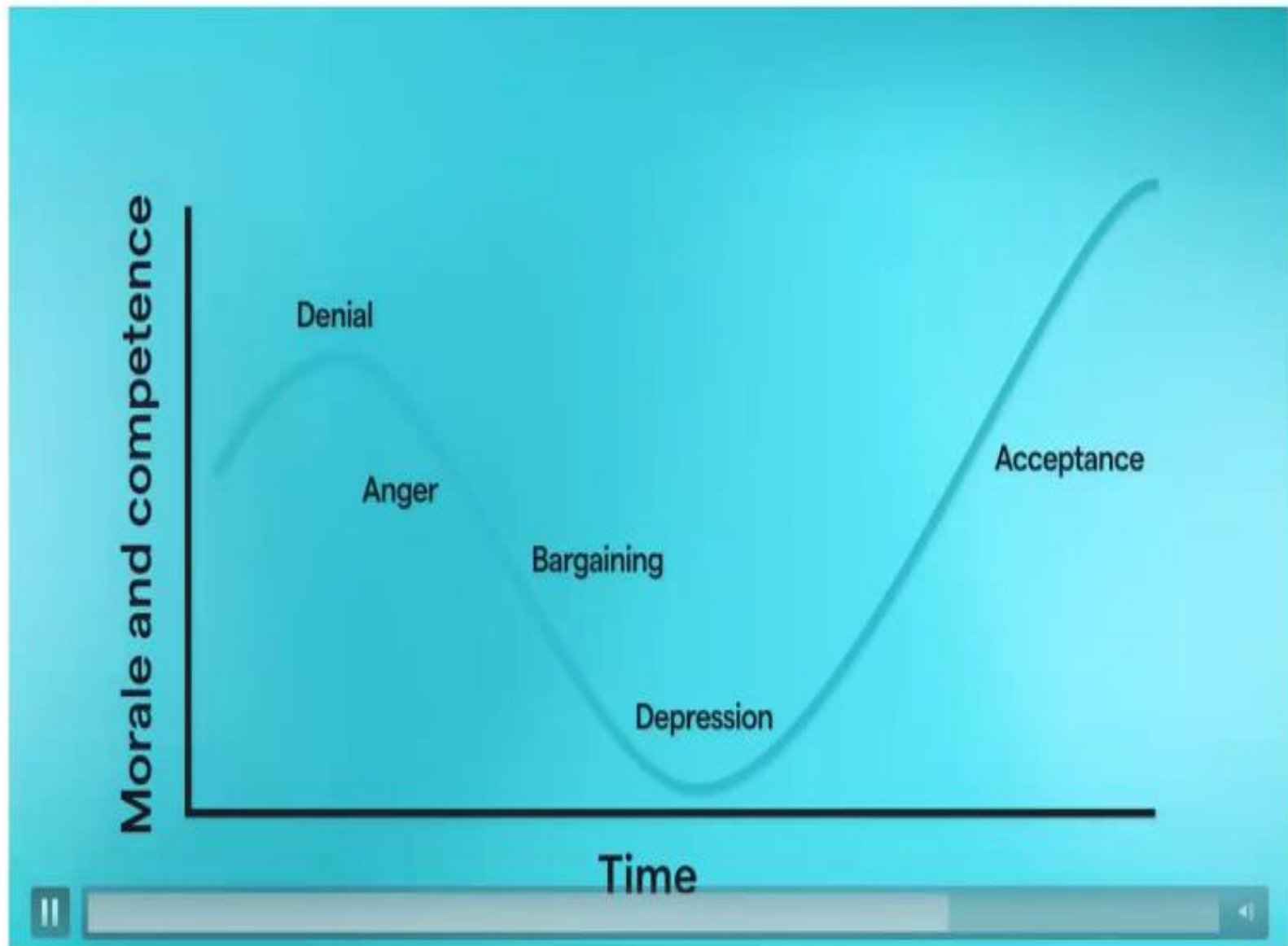


<https://www.youtube.com/watch?v=ksQ3f0y6smo>

Models of Change Management



Kübler-Ross Five Stage model





<https://www.youtube.com/watch?v=ksQ3f0y6smo>

Models of Change Management



Lewin's Change Management framework



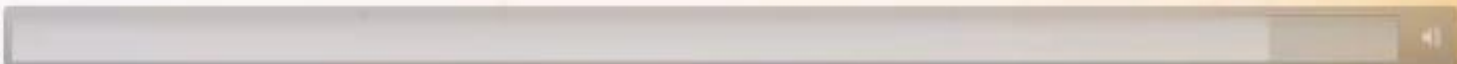
**Unfreeze**



**Change**



**Refreeze**





## **5 Models of Change Management**

Kotter's Change Model

McKinsey's 7-S Framework

ADKAR Model

Kübler-Ross Five Stage Model

Lewin's Change Management Framework