

## Leadership & Change

**Kate Forrester**

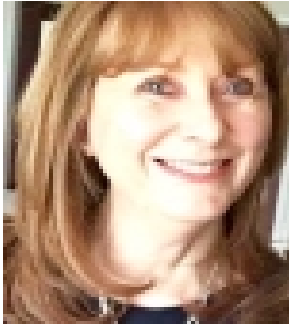
**Head of Customer Liaison (North)**

**Roisin Ahmed**

**Regional Customer Liaison Manager – Sheffield**

**Great service, great homes  
and a great place to work**

# Hello



Kate Forrester  
Head of Customer  
Liaison (North)



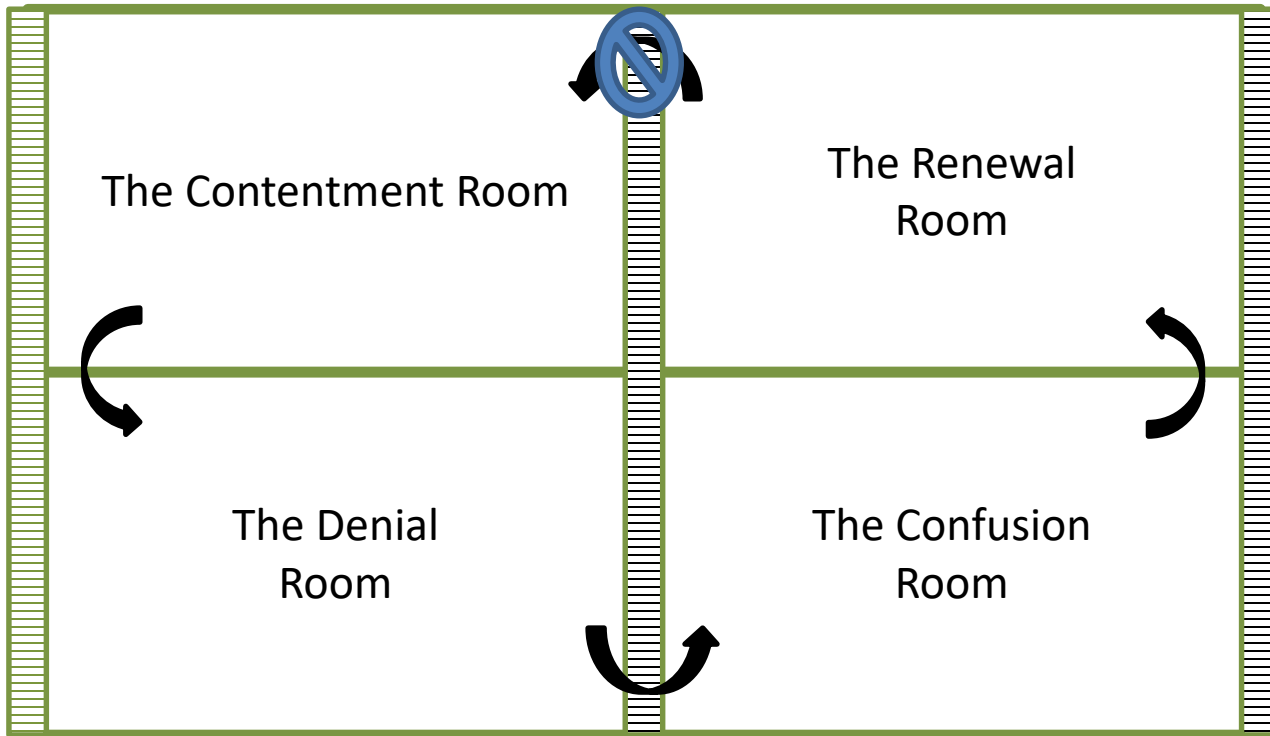
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## The Guinness Partnership

- Focus on making sure every customer has a great experience.
- Social purpose = surplus reinvested in new homes and improving services.
- 65,000 homes.
- 135,000 customers.
- 10,000 hours of care per week.
- 2,000 new homes by 2018.
- Investing £73m in maintaining, repairing and improving our existing homes in 2016/17.
- Completing Wolvern merger (5,500 homes).
- Achieved Investors in People Gold.

- Is your organisation going through change?
- How does it make you feel?

## What happens to people reacting to change



## Four Room Key Messages

- Different people will be in different rooms, for different periods.
- Human capability for denial and optimism is infinite.
- People can get 'stuck' in certain rooms.
- There is no end point – change develops as people move between rooms.

What makes a great leader and why?

## Supporting People Through Change

- Explain the **purpose** behind the outcome so people understand.
- Paint a **picture** of how the outcome will look and feel so people can imagine what the future will look like.
- Lay out a **plan** for phasing in the outcome so people can see the future laid out for them.
- Give each person a **part** to play in the plan and the outcome.



## Eight Enablers a Leader might use to get Change Right

- Establish a sense of urgency.
- Create the guiding team.
- Develop the vision for change and strategy.
- Communicate for understanding and buy in.
- Empower others to act.
- Produce short-term wins.
- Keep the effort going.
- Anchor new approaches in the future.

Questions?