

Tips for getting sign off to join Change Makers

The Change Makers programme is a proven catalyst for building change capability. Here are some common resistance points, and some tips to help you get to sign-off. Draw on them as you need, so you can make a compelling case for joining the programme.

Resistance point: "It's a lot of money."

Approach: Make a business case. Show how the investment of money and time will translate into what's most important for your organisation or sector. Link programme outcomes to your organisation's strategic objectives.

Resistance point: "It's a lot of time away from the office."

Approach: Emphasise that the programme is an accelerator for what you're working on. Explain that in the workouts, you bring your change-making agenda and use the workout to progress it. It's like a men's shed (or female equivalent) where you bring your project and work on it. We provide the environment and the tools. You come back to work having made progress and turbo-charged.

Resistance point: "We have in-house change leadership programmes."

Approach: Explain the power of building an external network for you to get fresh perspectives and ideas. Explain how this programme is continually evolving based on leading edge thinking from a broad network of change-makers and experts, and so remains contemporary and cutting-edge.

Resistance point: "Training programmes are usually a waste of time. Nothing ever changes."

Approach: You could agree with them on this point! Explain that this is an over-time development programme with a high degree of accountability for implementing ideas and applying the learning. Also explain that you can bring the tools and techniques from the programme over time back to the organisation and teach them to others, thereby building more collective change capability.

Resistance point: “Investing in just one person won’t make that much difference.”

Approach: Explain the petri dish concept and the Pareto principle (a small number of well-equipped people can have a disproportionate impact). Encourage them to think about investing in having others join the programme as well. Explain how other organisations deliberately send 2-3 people along at a time to create a greater collective impact. Wellington City Council has so far sponsored 24 people onto an in-house programme.

Resistance point: “Sounds a bit touchy-feely to me.”

Approach: Explain the significance of the type of change agendas people focus on e.g.

- How to shift our economic system so that we put people and planet at the centre, and not solely GDP growth
- How to connect the 90% of Maori who now live in urban areas back to the land.
- How to transform the culture of our organisation so we can truly partner with our customer base for the benefit of all New Zealanders
- How to shift the systemic racism inherent in not only our prison systems, but in all of society.
- How to ensure all immigrants to New Zealand have a sense of belonging when they settle here, so they can be significant contributors to our society.

In other words, not touchy-feely. We’re addressing significant issues we face as a society.

White Paper

You can also give them a copy of the whitepaper [Grow a Culture](#), which explains the petri dish concept in more detail and emphasises the power of investing in change-makers.

Referees

Your manager may like to speak to other organisational sponsors. Get in touch with Belinda Wilson belinda@digbyscott.com and she’ll connect your manager with some relevant people.