



Clerk Virtual Summit

December 10, 2024 | 12:00 pm – 5:00 pm ET



Housekeeping

What you need to know



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Interacting

Submit your questions using the Q&A tab to the right of the presentation. Use the Chat tab to say hello to your peers!



Tech Issues

Try refreshing your browser or clearing cache to fix technical difficulties. For larger issues, reach out to us in the chat or at marketingevents@granicus.com.



Presentations

The slide deck & recording will be sent in a follow-up email after the Summit has concluded.



Rob Carr

*Founder and Managing
Member,*

Ayngis Consulting, LLC

Poll Everywhere

Respond at pe.app/robzarr3144

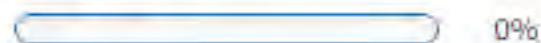
- Improve
- Settings

Which of these words most closely represents how you feel when you hear the word "change"?

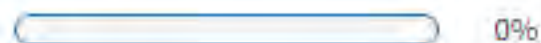
Excited



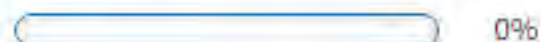
Hopeful



Anxious



Scared



None of these



Fixed Floating



1/1

- Add Choice
- Export Data
- QR Code



Nobody Likes Change

So How Do We Move Forward?

December 10, 2024 | 2:00 – 2:40 PM EDT



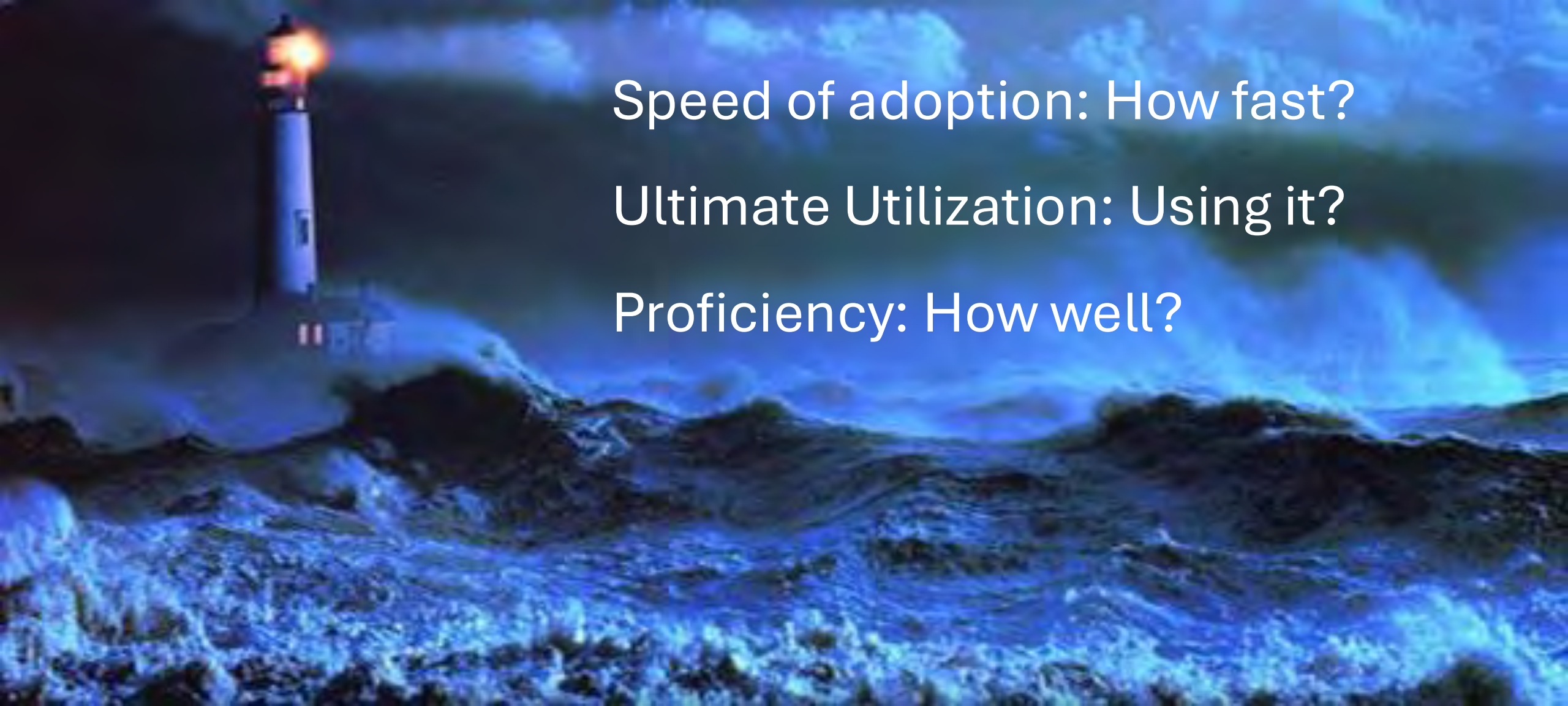


Today's Goal: You Go First.



“Nobody Likes Change” is a Myth.

Photo: History.com



Speed of adoption: How fast?

Ultimate Utilization: Using it?

Proficiency: How well?

“Success” = ...



Change: Readiness, Fatigue, and Saturation



Awareness



Desire



Knowledge



Ability



Reinforcement

How It Works:

1. Steps in order only.
2. Can't Skip Steps.
3. Can Get Stuck/Slide Backward
4. Start at Different Times
5. Move at Different Rates.



Awareness: Why?



Desire



Knowledge



Ability



Reinforcement





Awareness



Desire: In or Out?



Knowledge



Ability



Reinforcement





Awareness



Desire



Knowledge: Learning



Ability



Reinforcement





Awareness



Desire



Knowledge



Ability: Practicing



Reinforcement





Awareness



Desire



Knowledge



Ability



Reinforcement: Anchoring in



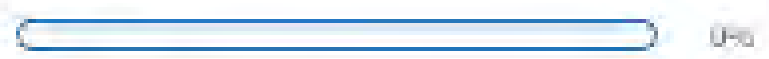


Identify a change you are having difficulty making or one that someone you know is having difficulty making. Which stage is mos...

Awareness



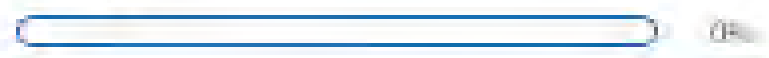
Desire



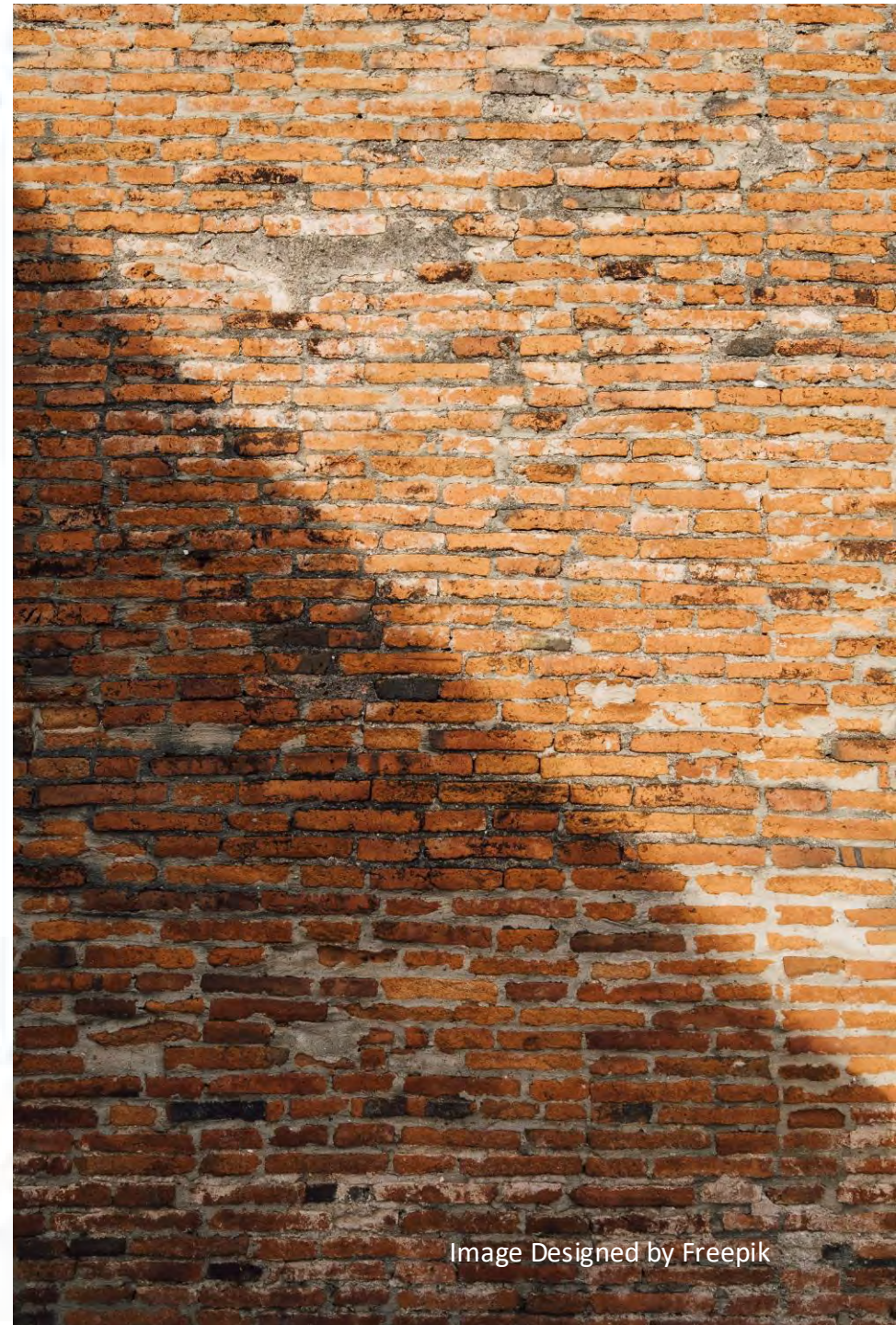
Knowledge



Ability



Reinforcement



Sponsorship ABCs

- **A**ctive and visible
- **B**uild Coalitions
- **C**ommunicate...a lot



Element	Definition	What you hear:	Triggers for building:
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A Awareness	Why?	“I understand why...”	Why? Why now? What if we don’t?
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D Desire	In or Out?	“I have decided to...”	WIIFM Personal motivators Organizational motivators
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K Knowledge	Learning	“I know how to...”	Within context (after A&D) Need to know <i>during</i> Need to know <i>after</i>
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A Ability	Practicing	“I am able to...”	Size of K-A gap Barriers/Capacity Practice/Coaching
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R Reinforcement	Anchoring in	“I will continue to...”	Measurements Mechanisms Sustainment
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Today's Goal: You Go First.



Questions?



Thank you!

For questions contact info@granicus.com

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