

Change management for small & medium-sized businesses

As in life, change is a constant in business. But that doesn't mean it's easy for everyone. In larger organizations, change management is often the responsibility of HR. But what are small and medium-sized businesses expected to do? With time and resources already limited, focusing on the action steps grows critical.

Mineral®'s change management checklist for small and medium-sized businesses can help. Here, you'll find the actionable steps you will need to implement change for your organization successfully.

1. Define success

- To the extent possible, measure your progress and identify how you can tell if your change is working. Build these measurements at all points of the transition, at the beginning, middle, and end.

2. Understand who is impacted

- Identify the specific individuals or teams, and don't forget about suppliers and customers. Think through how they might be affected and the magnitude of change. **Key:** focus on the areas receiving high impact as they are likely to resist the change you seek to introduce.

3. Solicit input

- Gather feedback from areas that need change. Try to gain their perspective as you build your plan and leverage their insights as you develop your plan.

4. Recruit champions


- Change needs support – from both high levels in the organizations and those on the impacted end. Allow them opportunities to weigh in and be open to revising your plans somewhat.

5. Create a communications plan

- How, when, and with whom shall you share information? The goal is to build awareness, understanding, and buy-in with your communication. Equip your managers in advance to reinforce messages.

6. Anticipate resistance

- You can expect impacted teams and individuals to go through predictable stages: denial, anger, frustration, bargaining, and acceptance. Prepare responses and assistance for each of these areas.



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