

How to be an Effective Change Catalyst

What Is an Effective Change Catalyst?

Also called a Change Champion, we define an effective Change Catalyst as someone who helps to guide, navigate, and accelerate the people side of change with key stakeholders. An effective Change Catalyst is responsible for engaging, motivating, communicating, and coordinating with stakeholders and bringing them successfully along the change journey. Done right, Change Catalysts are critical ambassadors and liaisons for the desired change to work.

To be an effective Change Catalyst, you must be a trusted influencer, a natural leader, and skilled in working with others. If you are looking to enroll change champions as part of your organizational change initiative, our data tell us that the most effective Change Catalysts:

1. Represent all the key stakeholder groups affected by the change
2. Have already earned the trust and credibility of their assigned stakeholder group
3. Are widely perceived as high performers by leadership and their peers in terms of performance and behaviors
4. Are people that the Change Leadership Team respects and will listen to on a regular basis
5. Have demonstrated high levels of emotional intelligence, judgment, communication, and courage
6. Have proven and recognized ability to lead, coach, and motivate others
7. Are able to identify barriers and resistance to change
8. Are approved and supported by their manager
9. Are able to devote at least 4-8 hours per week to the project
10. Are able to attend change management training

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Successful catalysts change mindsets, spread momentum, and provide support. Their success is measured by the people around them being successful in these new ways based on results and behavior perspectives. Change catalysts only succeed when others around them do.

The Four Big C's of Change Catalysts

Once you identify people with the above ten attributes, your next step is to ensure your change champions have conviction, courage, clarity, and consistency:

Conviction

Change champions must be convinced that the change can make a difference and will have a significant positive impact. Their commitment will help persuade others to adopt the new ways.

Courage

Changing entrenched routines, values, and behaviors can be difficult. Anyone who has tried to change their own behavior or habits, much less those of anyone else, knows this. But it can be done. Change champions must have the courage to make necessary but difficult decisions.

Clarity

Change champions must clearly and persuasively articulate why they think change is necessary – not just for the company's sake but for the well-being of all stakeholders. Change champions should help everyone visualize the goal, commit to new ways, and make the daily decisions that lead to success.

Consistency

Attaining and then sustaining change takes a long-term focus. Change champions must not only model the new ways but also ensure that rewards and consequences are aligned with what is now expected.