

Identify & Empower Informal Change Leaders

Charismatic Natural Motivators

- Master motivators of other people, and catalysts for improvement around them
- Often found in the role of people manager; they understand the motivations of those with whom they work
- Know how to foster a sense of excellence
- Can be found at every level of a hierarchy

Well-respected Veterans

- These are the role models
- They bring vital behaviors or skills to life; others pay attention to them
- They are well respected and are effective peer influencers in middle and senior management cohorts

Highly Social Communicators

- Networkers who are the hubs of personal communication within the organization
- They know many people and communicate freely and openly with them
- Links among people who might not otherwise share information or ideas
- Ideas travel virally through an organization via these networkers

Enthusiastic Users of New Technologies and Ideas

- Early adopters who enthusiastically latch onto and experiment with new technologies, processes, and ways of working
- Involve them in your performance pilots, or whenever you are trying to demonstrate impact quickly

