The Change Framework

Perceptions need to be changed in an environment of trust in order to assist corporate and cultural change and build a framework for continuous change.

Organisations can create change sophisticated people by building trust with all employees by knowledge sharing and devolved leadership, ensuring two-way communication with all stakeholders with a focus on listening and by supporting staff development that focuses on the change competencies.

**Identity**
Changes in identity can assist in the creation of innovative staff ownership and business development.

**Perception**
Changes in perception can assist in the creation of inspirational leadership.

**Communication**
Changes in two-way communication can assist in the feeling of greater inclusivity for all stakeholders.

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In order to build motivated staff and business development, individuals need to feel valued & empowered to undertake change. Individuals also need to be encouraged to become strategic thinkers and successful change agents within their own domain.

In order to build inspirational leadership individuals need to learn to trust others more and undertake behavioural change. Individuals also need to be encouraged to embody leadership skills and promote corporate cultural change.

In order to build effective change implementation through inclusivity, individuals need to feel they are key stakeholders. Individuals also need to be encouraged to promote two-way communication, teamwork and loyalty to the organisational brand.

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Organisations can aim to encourage individuals to:
- Valued
- Empowered
- Strategic thinkers
- Change agents

Organisations can aim to encourage individuals to:
- Trust others
- Undertake behavioural change
- Promote cultural change
- Embody leadership skills

Organisations can aim to encourage individuals to:
- Feel like key stakeholders
- Promote two-way communication
- Promote teamwork
- Promote loyalty to the organisational brand