



1) Title: Experience Change Simulation

- a. Abstract: Creating buy-in around change is difficult work. Organizations that are good at change are able to quickly align people around new ways of doing things in response to opportunities or threats. Those that master it build resilience and an enduring competitive advantage. This mini-challenge is a great way to expose people to ExperienceChange™ - a team-based simulation that creates excitement and reveals opportunity. It's a 1-hour experience that provides a taste of change theory, interviews, planning and implementation.

- b. Keywords: Experiencing Change, Simulation, Planning, Implementation

2) Teaching Implications:

What is the contribution of your session to management pedagogy/andragogy? Specifically, please include your learning objectives, and describe what management and/or teaching topics are relevant to your session, and why. Also, include theoretical, disciplinary, or theoretical foundations that will help reviewers understand how your ideas fit within the broader field of management.

CONTRIBUTION TO MANAGEMENT PEDAGOGY/ANDRAGOGY

To run an agile organization that consistently achieves impact requires people who are ready, willing and able to execute on new ideas. Best-practice models, frameworks and tools help. But success also requires new mindsets and reflexes that can only be developed through experience. ExperienceChange™ is an expert-guided workshop that teaches both the “what to do” and “how to be” of successful change. Backed by more than 20 years of research, industry insights and results, it combines proven change management theory with hands-on practice in an engaging, low-risk simulation experience.

LEARNING OBJECTIVES

At the conclusion of an ExperienceChange™ workshop, participants will be able to confidently answer ‘yes’ to the following statements:

- I understand why change is important
- I can guide a team through change
- I understand a process for effectively managing change
- Additional learning around team engagement and dynamics are surfaced via on-going dialogue throughout the simulation experience.

MANAGEMENT AND/OR TEACHING TOPICS THAT ARE RELEVANT TO MY SESSION AND WHY

This session is relevant to the management and teaching topics of Change Leadership, Leading and Implementing Change, and Organizational Behavior topics such as communication, motivation, leadership, power and influence, and teamwork, for example. My session is integral to these topics because all organizations must address the question of whether they are ready for change. Competitive advantage is dependent upon the speed at which organizations and their members are able to adapt to change. In today markets, characterized by globalization and technological innovation, organizations must

respond to new opportunities and threats faster than their competition to survive and prosper. Managing organizational change is now one of an organization's most critical managerial competencies. This includes:

- identifying and diagnosing change problems
- evaluating team and individual leadership strength
- creating compelling visions and strategies
- building an implementation plan that maximizes commitment and minimizes resistance to change

THEORETICAL, DISCIPLINARY OR THEORETICAL FOUNDATIONS

Foundations of this session include:

- Change Management
- Change Leadership
- Force Field Analysis
- Stakeholder Analysis
- Kotter's Change Theory
- Lewin's Change Theory
- ADKAR From ProSci
- The Change Acceleration Process (CAP) from GE
- Bridges' Transitions Model
- Switch (Chip and Dan Heath)
- Communication Planning
- Leadership

3) Session Description and Plan:

What will you actually do in this session? If appropriate, please include a timeline estimating the activities will you facilitate: how long will they take, and how will participants be involved? Please remember that reviewers will be evaluating how well the time request matches the activities you'd like to do, and the extent you can reasonably accomplish the session's goals. Reviewers will also be looking for how you are engaging the participants in the session.

The ExperienceChange™ simulation is an accelerated project experience for leaders and managers. Over the course of the workshop, participants experience a “year in the life” of a change team. The simulation focuses on, a company fraught with realistic change challenges. Through careful application of change management best practices, learners build stakeholder buy-in and lead the company to success. The simulation provides

learning-by-doing, where knowledge retention is optimized and change concepts become immediately relevant for real-world projects.

WHAT WE WILL DO:

- Everyone gathers in one room. We will have a computer and projector with audio that can be heard throughout the room (e.g. using external speakers). We will Login to the on-line ExperienceChange simulation using a personal username and password. Participants will have a brief pre-simulation introductory case to read to set the stage and context.
- I will encourage the entire group to select 4 stakeholders from the simulation/ case to interview. I will click all the buttons at the front of the room. If there are many participants, I will create teams of 3 or 4 for a little friendly competition.
- I will walk the group through the first 3 steps of the ExperienceChange model
- I will explain how the game works. I will give participants a goal to get to 12% buy-in from stakeholders. I will hand out 17 tactic cards (1 set of tactic cards per team) for obtaining buy-in that correspond to the tactics in the Condensed Player's Guide.
- Once participants have built their plan, I will enter decisions for the team(s) at the front of the room. Participants will get immediate feedback on the efficacy of their tactics and plan.
- We will use the debrief tab to debrief participants' experience and learning.

TIMELINE (60 minutes)

Introduction (Entire group): 5 minutes

Assess Situation: (Teams) 15 minutes

Teams conduct simulation interviews

Case and Theory: (Entire group) 10 minutes

Plan: (Teams) 10 minutes

Teams build a change plan.

Implement: (Teams) 10 minutes

Teams implement change plans

Debrief: (Entire group) 10 minutes

Debrief experience and learning

4) Application to Conference theme:

How does your session fit with the overall OBTC theme of *Navigating the Changing Currents*?

My proposed session is right on target with the conference theme of Navigating the Changing Currents. It allows participants to experience a powerful change simulation for themselves before deciding to implement it in their classes. It puts participants into a mindset of asking and answering the question: How to Navigate the Changing Currents in organizations. And it also addresses the question of how we as educators can Navigate the Changing Currents that require new approaches to andragogy/ pedagogy in this changing world of academia.

5) Unique Contribution to OBTC:

Have you presented the work in this proposal before? If so, how will it be different? Is this proposal under current review somewhere else? If so, please explain. How will your proposal be different for the OBTC conference?

This is my first time presenting this work at the OBTC. It is not under review elsewhere.

This proposal offers a rare, hands-on, and powerful simulation to engage participants in the “what to do” and the “how to be” of successful change. It also allows for a seamless connection of the Experience Change model and other change theories/models. This combination of theory and practice will help participants understand why change is necessary, how to change, who should be involved in leading change, what steps should be taken to accomplish change, and how those steps should be taken. Finally, through this workshop participants can better decide for themselves the value of introducing this simulation to their students.