



# CHANGE FATIGUE

Flip Teams from Burnout to Buy-In

*Co-Authors Jenny Magic & Melissa Breker*

# **INNOVATION IS AT THE HEART OF SUCCESSFUL TEAMS.**

## **NEW CHALLENGES HAVE EMERGED**

- HYBRID TEAM MANAGEMENT
- HIGHER BAR FOR SUCCESSFUL OUTCOMES
- TECHNOLOGY DEVELOPMENTS LIKE AI AND MORE ROBUST TOOLS

**SUCCESSFUL LEADERS HAVE STRONG "CHANGE MUSCLES"**

**COMPANIES SPEND \$30 BILLION A YEAR  
PLANNING FOR NEW INITIATIVES**

**80% FAIL**

**ONE SINGLE FACTOR RELIABLY PREDICTS SUCCESS:  
TEAM ALIGNMENT**



**75% OF  
LEADERS  
OVERESTIMATE  
THE LEVELS OF  
PSYCHOLOGICAL SAFETY  
IN THEIR WORKPLACE**



the  
fearless  
organization

Have you measured your psychological safety yet?



# ATTITUDE TO RISK & FAILURE



**The team sees failure as a necessary byproduct of growth and innovation, instead of something to be punished and avoided at all costs.**

# OPEN CONVERSATION

A photograph of two women sitting at a table in a meeting room, engaged in conversation. The woman on the left is wearing glasses and a teal top, smiling. The woman on the right is seen from the side, wearing a grey top. The background is a brick wall. The image is overlaid with a semi-transparent white box containing text.

**Team members feel comfortable expressing concerns and reservations as they work together. They learn from one another and hear constructive feedback in the spirit it is intended.**

# WILLINGNESS TO HELP

**The team has a spirit of being “in this together” and they easily pick up slack for the benefit of the whole. Team members do not take advantage of others.**

A diverse group of people, including a Black man, a white man, a woman with glasses, and a woman with glasses, are smiling and interacting in a meeting. They are sitting around a table, and there is a potted plant in the background. The overall atmosphere is positive and collaborative.

# INCLUSIVITY

**The team works hard to ensure all perspectives are represented, even from those who are not always first to speak**



**88% OF EMPLOYEES WOULD  
WALK AWAY FROM A JOB THAT  
DOESN'T MEET THEIR  
EXPECTATIONS, EVEN DURING A  
RECESSION**

*Oracle Study, "What is Employee Experience?" May 2023*

**MANY YOU'VE HEARD OF...**



**...AND MANY MORE YOU HAVEN'T**

# BETTER WAY TO CHANGE

## SOLVE THE RIGHT PROBLEM

- Do they believe you?
- Do they buy the solution will work?

## FACILITATE CHANGE

- Why would they agree to this change?
- How can you build strong team alignment (while getting the work done?)



**EVEN GREAT IDEAS WILL FAIL  
WITHOUT A PLAN FOR CHANGE.**





# FACILITATING CHANGE



## **SELL THE VISION**

Validate the strategy and build a realistic roadmap with team buy-in.



## **CONFIDENTIAL INQUIRY**

Facilitate confidential conversations and roll-up recurring themes into actionable (anonymous) feedback.



## **MATCH MOTIVATIONS**

Translate organizational goals into individual motivations to drive adoption.



## **JOURNEY MESSAGING**

Marketing-style personas & journey maps guide internal communication strategy.



## **BUILD TEAM ALIGNMENT**

Foster open, inclusive communication, risk tolerance, flexibility. Improve team norms around communication, meetings & decision making.

# ABOUT US

Jenny Magic and Melissa Breker help leaders and teams reduce risks around change. They are certified leadership coaches, psychological safety practitioners, top-notch team facilitators, and experienced management consultants.

They have collaborated on consulting projects and shared the speaking stage since 2015, and they decided in 2020 to create an official collaboration and started collaborating on book the book and consultative services.

**WE HELP TEAMS FIND  
A BETTER WAY TO WORK**



**RECENT  
CHANGE FACILITATION  
PROJECTS**

**01** **RELAUNCHING A PROJECT MANAGEMENT TOOL**  
**GOAL: IMPROVE LAGGING ADOPTION (AND HALT A REVOLT!)**

**02** **UPDATING A 3-YEAR STRATEGY**  
**GOAL: MAKE THE BIG PICTURE RELEVANT IN THEIR DAY-TO-DAY**

**03** **UNIFIED DEPARTMENT WEBSITE**  
**GOAL: MERGE 6 AUTONOMOUS TEAMS INTO A SINGLE  
AUDIENCE-CENTERED STORY**

# CONTACT



**INFO@CHANGEFATIGUE.COM**



**(512) 887-2803**



**AUSTIN, TEXAS**



**CHANGEFATIGUE.COM**

