

# Managing Transitions to Engage Stakeholders

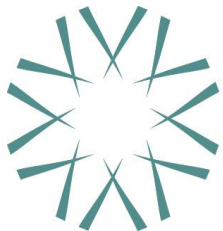
**Arlene J. Anderson M.S.**

Consultant, Rural Health Innovations

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# Rural Health Innovation's Purpose

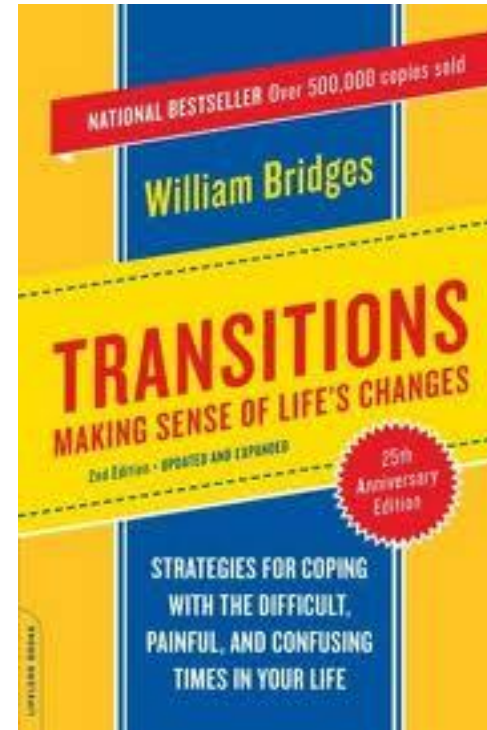
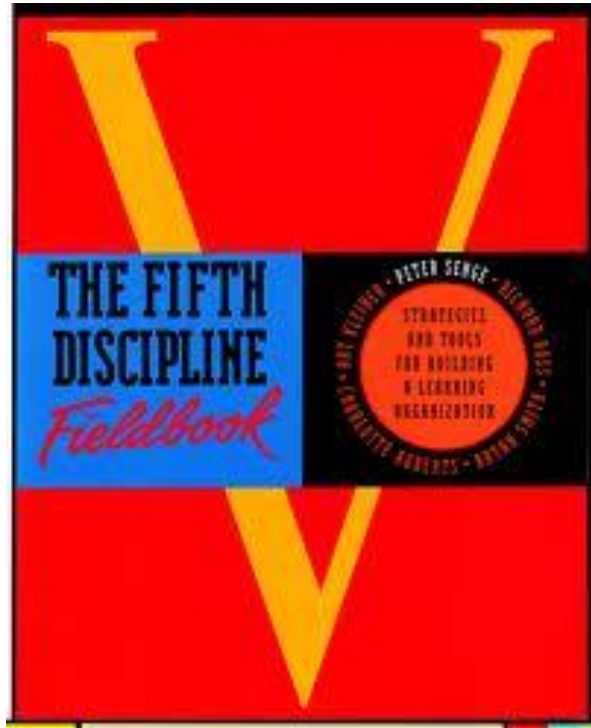
Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation's leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.



NATIONAL  
RURAL HEALTH  
RESOURCE CENTER



# References



Change is Good.  
You First.

# Change vs. Transition

- Change: become or make different: pass from one state to another (external)
- Transition: period in which something undergoes a change and passes from one state, stage, form, or activity to another (internal)



# Engaging Stakeholders

- Stakeholders: person(s) with a direct interest, involvement, or investment in something
- Engage: to attract and hold the attention of, gain support, to interlock in a collaborative effort

# Assess Your Experience

- Think about your grant project.
- Who are your stakeholders?
- What behaviors have you noticed in your key stakeholders?





There is no fruit  
that is not  
bitter before it  
is ripe.

-- *Pubilius Syrus,*  
*Latin writer*



# Transitions

## **Ending**

- Anger
- Despair
- Grief
- Loss of Identity

## Neutral Zone

- Disorientation
- Confusion
- Idealization of the past
- Anxiety

## New Beginnings

- Sense of belonging
- Commitment
- Hope
- Optimism

# During Endings, Leaders...

- Accept and openly acknowledge the reality and importance of losses
- Know that people will over react; support them and do not make judgements
- Give consistent and frequent information
- Identify what's over and what's not
- Mark the endings and treat the past with respect; allow to take a piece of the "former" way if possible







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# During the Neutral Zone, Leaders...

- Resist the impulse to push people through it prematurely
- Name and talk about what people are experiencing
- Consider this phase as normal for the time being
- Redefine creative opportunities
- Create an interim way of doing things
- Strengthen stakeholder connections and stakeholder communication





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# During New Beginnings, Leaders...

- Set high goals with manageable steps – celebrate each
- Clarify mission and vision
- Praise people for taking risks and trying new things

# During New Beginnings, Leaders...

- Continue to support, re-evaluate and make course corrections as needed
- Continue to move forward
- Talk about transitions as ongoing and natural/normal

# Cross Teach & Action

- What are the key points for all network leaders?
- What are the steps you most need to take now to keep your stakeholders engaged?



# Arlene J. Anderson

Consultant

218-721-6611

aandersonus@gmail.com

<http://www.ruralhealthinnovations.com>



@RHRC