Change readiness plan

A **change readiness plan** is designed to capture the work you have completed across the 3 steps of your change journey so far.

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Instructions

1. Before you start your plan, complete each step of the change process and the activities in the order they're listed to develop your plan. Use the change journey checklist to mark off what you've completed – you may have chosen to complete the essential activities only.

2. **Objective statement**: Define your reasons for change in 25 words or less. Why do you need to change?

3. **Change matrix**: Identify the type of change you're planning.

4. **Where do you want to go?**: Define your vision for change - for yourself personally, and the related goals and objectives for your team and your business. What does a successful change journey look like in the end?

5. **How will you get there?**: Describe the most important activities you will undertake.

6. **SWOT canvas**: Capture your top 3 strengths, weaknesses, opportunities and threats.

7. **Design criteria summary**: Define your most important change actions.

Review your completed plan regularly and update it as your business and environment changes.

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Change readiness plan on a page

Objective statement:
Your reason for change

Change matrix	Proactive	Reactive
Internal		
External		

Change journey checklist

Prepare for change	☐ Personal business model canvas ☐ Storytelling canvas ☐ Business model canvas
Understand change	☐ Context map canvas ☐ Updated business model canvas ☐ Design criteria canvas
Manage change	☐ SWOT canvas ☐ Trend canvas

Where do you want to go?

Your personal goals and objectives	Goals and objectives for your team	Goals and objectives for your business

How will you get there?

How does internal change impact you, your team, and your business? Describe the activities you will undertake to address these internal changes.	How does external change impact you, your team, and your business? Describe the activities you will undertake to address these external changes.

SWOT canvas

Strengths analysis and insights 1. 2. 3.	Weaknesses analysis and insights 1. 2. 3.
Opportunities analysis and insights 1. 2. 3.	**Threats analysis and insights** 1. 2. 3.

Design criteria summary (key success criteria)

Must:
Should:
Could:
Won't:

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