**LEADING STRATEGIC CHANGE**

**Learning Outcome 2: ACTIVITY 4**

**Planning and communicating the change process**

#### In pairs/small groups

Read the Case study: Planning and communicating the change process in Chapter 2 of the Leading strategic change study guide. Then complete Activity 13: Planning and communicating change, in the study guide,together:

* Using the case study information draft an outline change plan based on the Unfreeze, Transition, Re-freeze model you looked at earlier. What would Li Na need to do in terms of planning at each of the stages?
* Using the Change equation model. What would Li Na need to do in terms of communicating the change to the staff, to ensure the change was successful?

Prepare a short presentation on your findings.