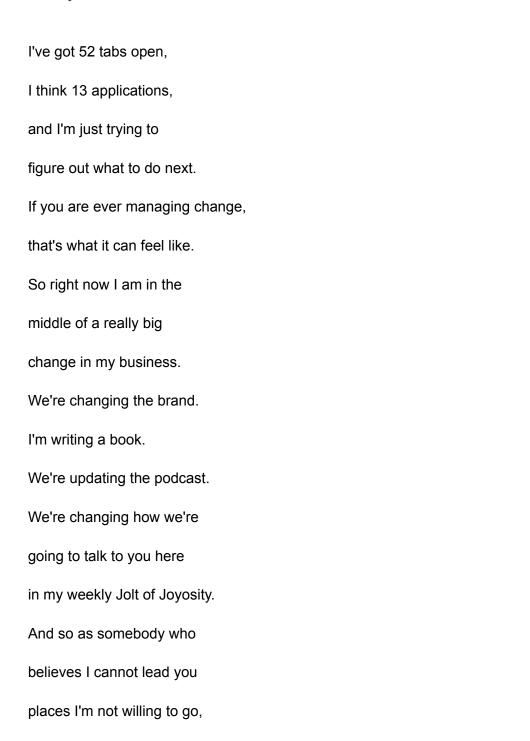
Transcript: BTS of Managing Change

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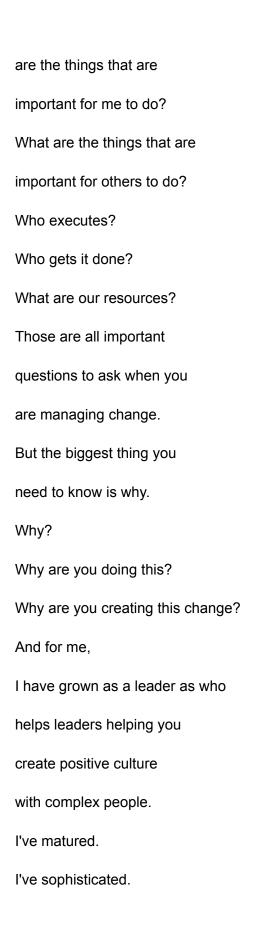
I'm going to share a little bit of behind the scenes of what we're doing and some questions for you to ask yourself around leading and managing change. So as I said, I'm doing all of those things. I'm going to give you a little bit of behind the scenes. This is my chief gen officer, Shelby, our notion board of talking about our podcast plan moving forward. And these are the people who are involved. These are all the different things that need to be updated. And so we're also deciding... What is the best new logo? So you have a sneak peek of what's happening. So here are some little bits of like, oh,

do we choose a logo that

looks like this that has my face super big? Or maybe we make it something different that is a little bit more subtle and designed in this way. I have to choose which one that is. And then I have to tell people what to do next. And over here, I'm working on a book. And so this is the book map right now. And there are a few components over here that are a little fuzzy and I'm not finished with that. And I've got research that's happening here and links to research articles over here. I've got play data and all of them are in here in this Google doc and coming back

to the book map. And if you are ever managing change, it can feel like that. So there's a lot of decisions that I'm making right now. And here's why I think that matters for you. Because if you want to lead better, you will always be managing change. You will always be managing change. So as I am managing the change of what's the best strategy and then who's going to execute, that is part of my role as a leader. And I have delegated some of the delegation to Shelby and the rest of my team. She helps me decide who's going to do what based on skill set. That's something you do as a leader as well.

And you have to decide what



That means there needs to be

in business world a new

brand that goes with it.

It doesn't change why I'm

doing what I'm doing.

I am still here to, A,

help you create positive

culture with complex people.

But the bigger vision is to

transform global workplace culture.

So work is a joy and people

are whole and the

organization flourishes.

And the mission around that

is equipping you as leaders

to create powerful, engaged teams.

That part hasn't changed.

There's a lot of words in there, I know.

but how I'm doing it is leveling up.

And so that means these

other things need to level

up as I'm writing a book

and doing a podcast,

all of those things happen.

And so my why of what I'm

doing hasn't changed,

but the why I need to create change,

that story needs to be told

really clearly to my team,

how that why is really important.

So whenever you are creating change,

You cannot neglect the

reason the change is happening.

And sometimes it needs to be data,

but there always needs to be a story.

So asking yourselves those

questions of what's the strategy,

who gets it done, absolutely important.

But you have to start with why it matters.

Why does this change even matter?

And sometimes for you as a leader,

The answer is, well,

because I got told to.

And I want to push you and

nudge you a little bit, as my friend Sally says, that just because they told me to isn't enough. you have to know why that connects with you more than anything else that has to be internal and then you have to know what's getting in your way for me I just showed you a couple of the tabs I have open and a couple of the applications my trello board isn't open my email isn't open my six slack channels weren't open you gotta know why you're doing it and you gotta see what's getting in your way. And it can be super easy to get overwhelmed with all of those open things.

So sometimes you need help with that.

And I would love to help you.

If you get stuck in

answering those questions,

I would love to offer you a spark call.

It's 15 minutes with me

helping you decide what's

getting in your way and

what's the best next step for you.

So you can find that at Jen

Whitmer.com slash spark dash call.

And it's, you know, down below.

Because change is always going to come.

And you as a leader,

one of the best ways for

you to care for your team

and care for yourself is

understand how to manage that change.

And I'd love to help you do it.

All right, friends, as you can see,

we're changing up a little

bit of how our emails are going.

If you've got some feedback for me too, I'd love to hear it. What's helpful for you? What do you want more of? Do you like the video? Do you not like the video? Do you want the transcript? Tell me. Because that's part of creating change as well, making sure you're involving people. So I hope you enjoyed your behind the scenes tour of a little bit of the back end of what's happening inside the Consonne business, which is my business name, and how we're all continuing to want to support you as you create change. So I hope to hear from you. Grab 15 minutes.

That 15 minute phone call

can really help you get

clear in the midst of all of,

if your stuff looks like

this and you're like,

which one do I do next?

I would love to help you.

https://jennwhitmer.com/spark-call

Talk to you soon.