

Transcript: BTS of Managing Change

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I've got 52 tabs open,

I think 13 applications,

and I'm just trying to

figure out what to do next.

If you are ever managing change,

that's what it can feel like.

So right now I am in the

middle of a really big

change in my business.

We're changing the brand.

I'm writing a book.

We're updating the podcast.

We're changing how we're

going to talk to you here

in my weekly Jolt of Joyosity.

And so as somebody who

believes I cannot lead you

places I'm not willing to go,

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

are the things that are
important for me to do?

What are the things that are
important for others to do?

Who executes?

Who gets it done?

What are our resources?

Those are all important
questions to ask when you
are managing change.

But the biggest thing you
need to know is why.

Why?

Why are you doing this?

Why are you creating this change?

And for me,

I have grown as a leader as who
helps leaders helping you
create positive culture
with complex people.

I've matured.

I've sophisticated.

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.