



change

## Current problem

Many police officers have the attitude that women have themselves to blame if they are beaten by their husband.



## Future wanted situation

Police officers responding professionally survivors of domestic violence:

- Attitude that domestic violence is a crime
- Using new methods to investigate cases
- Cooperating with service providers

- What do you think are success factors to achieve the change?
- What activities are needed?
- Who needs to be involved?

**Awareness**

**Desire**

**Knowledge**

**Ability**

**Reinforcement**

**SUCCESSFUL CHANGE**



# Awareness

GOAL	Examples of activities
Understanding why the change is needed	Meetings and workshops Management conversations Business information

# Desire

Goal	Tactics
Making a personal decision to support and participate in the change	Active and visible leadership support
	Strong employee involvement in creating the needed solution
	Incentive programs aligned with the change

# Desire

Goal	Resistance factors
Making a personal decision to support and participate in the change	Change not aligned with own interest and values
	Not clear on “What’s in it for me?”
	Comfortable with how things are now

# Knowledge

GOAL	Examples of activities
Knowledge on how to perform effectively in the future state (skills and behaviors needed )	Training
	Develop manuals and guidelines
	Mentoring

# Ability

GOAL	Examples of activities
Demonstrating the required changes such that overall expected performance results are achieved.	Allowing time to practice
	Coaching
	Role models- working with others who have adopted the change



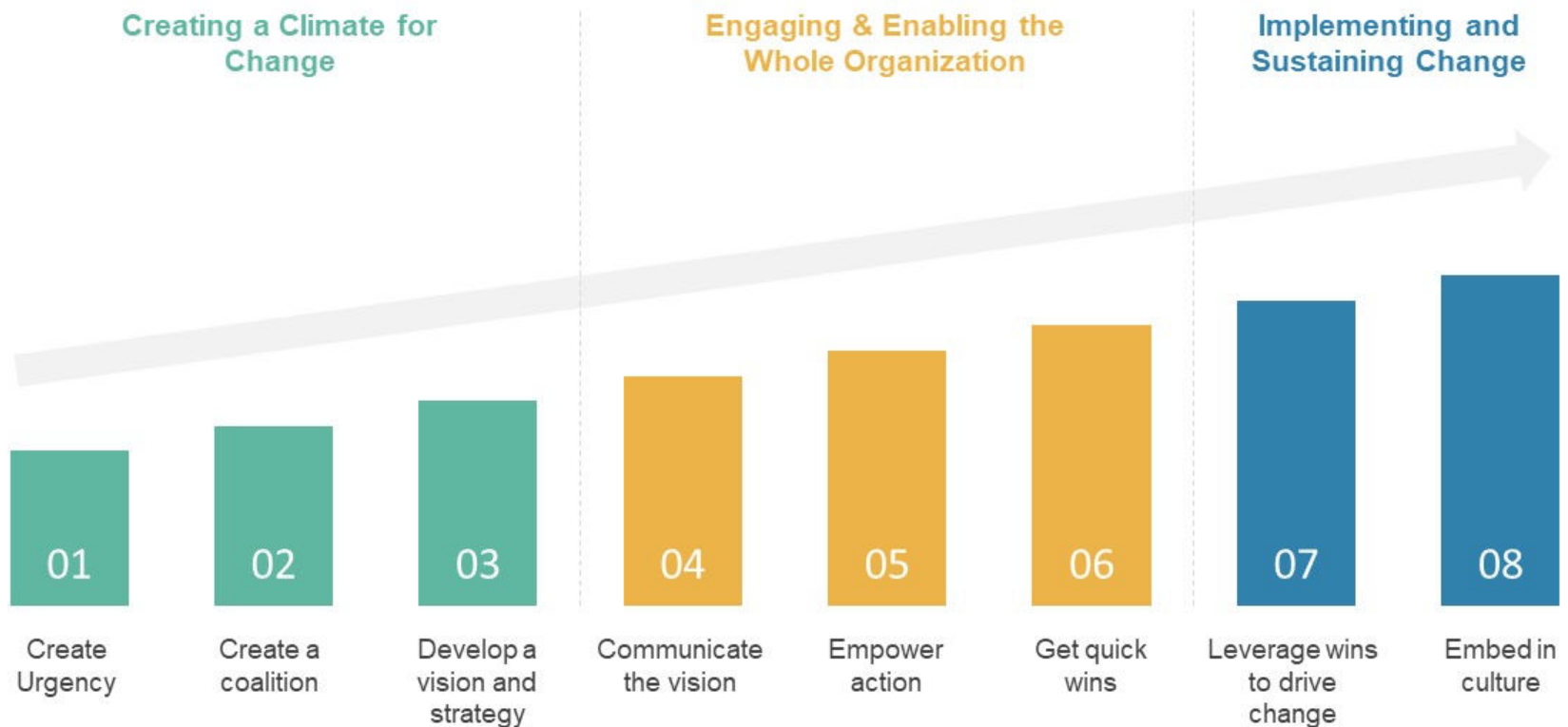
# Reinforcement

GOAL	Tactics
Sustaining a change- not reverting back to old behaviour	Feedback from supervisors
	Rewards and recognition
	Performance management

$$\mathbf{D + V + S + C > R}$$

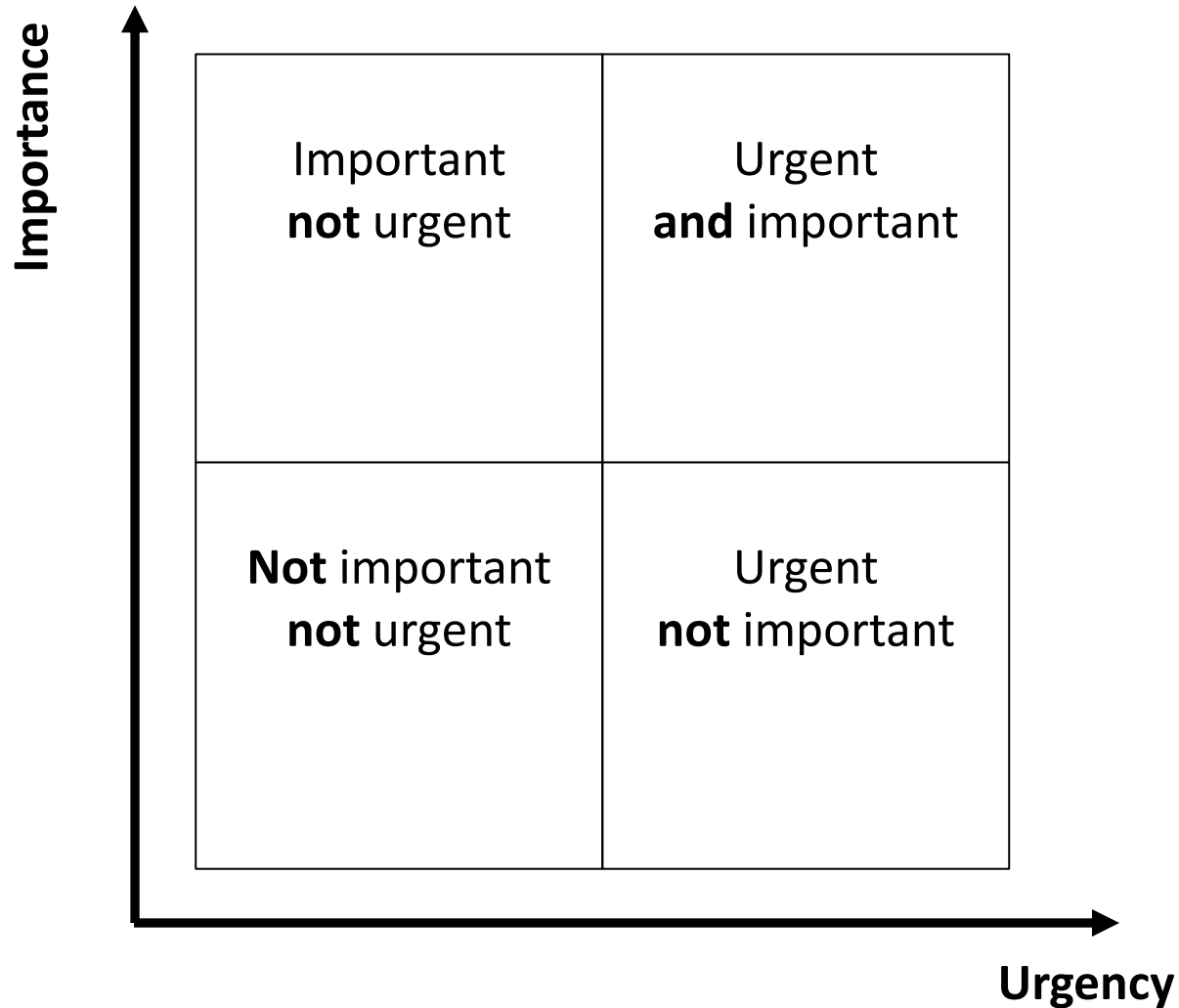
**D**iscontent + **V**ision + knowledge of first **S**tep + **C**apacity > **R**esistance to Change

# Organisational Commitment to Change

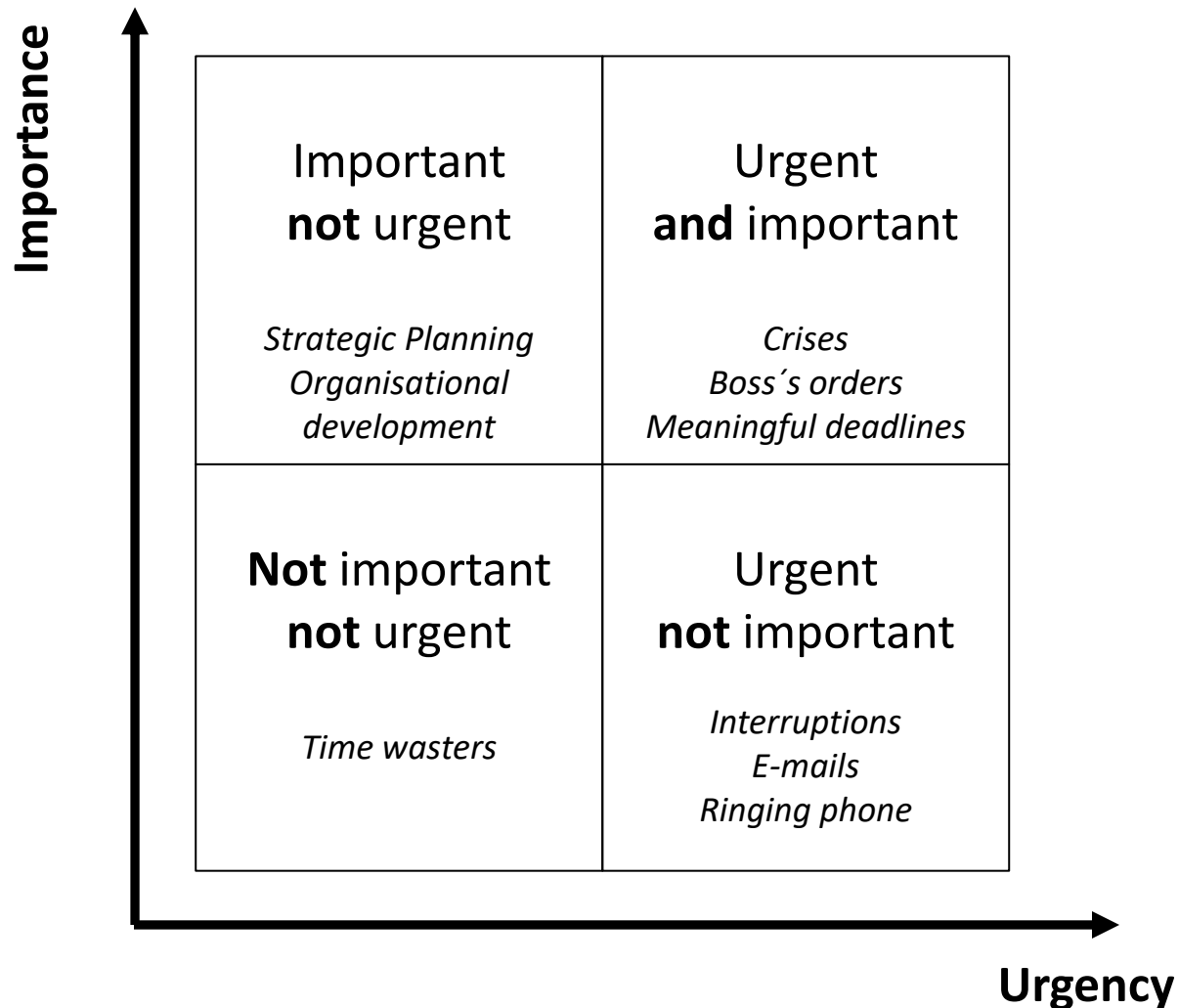


*Kotter: Eight steps to successful change*

# The Urgency Principle



# The Urgency Principle



# Buy-in and Commitment

$$EP = RP \times CP$$

An Effective Plan = A Relevant Plan X Commitment to the Plan



# Lack of Alignment

*“Too many organisations have tomorrow’s strategy, today’s structure and yesterday’s reward system”*

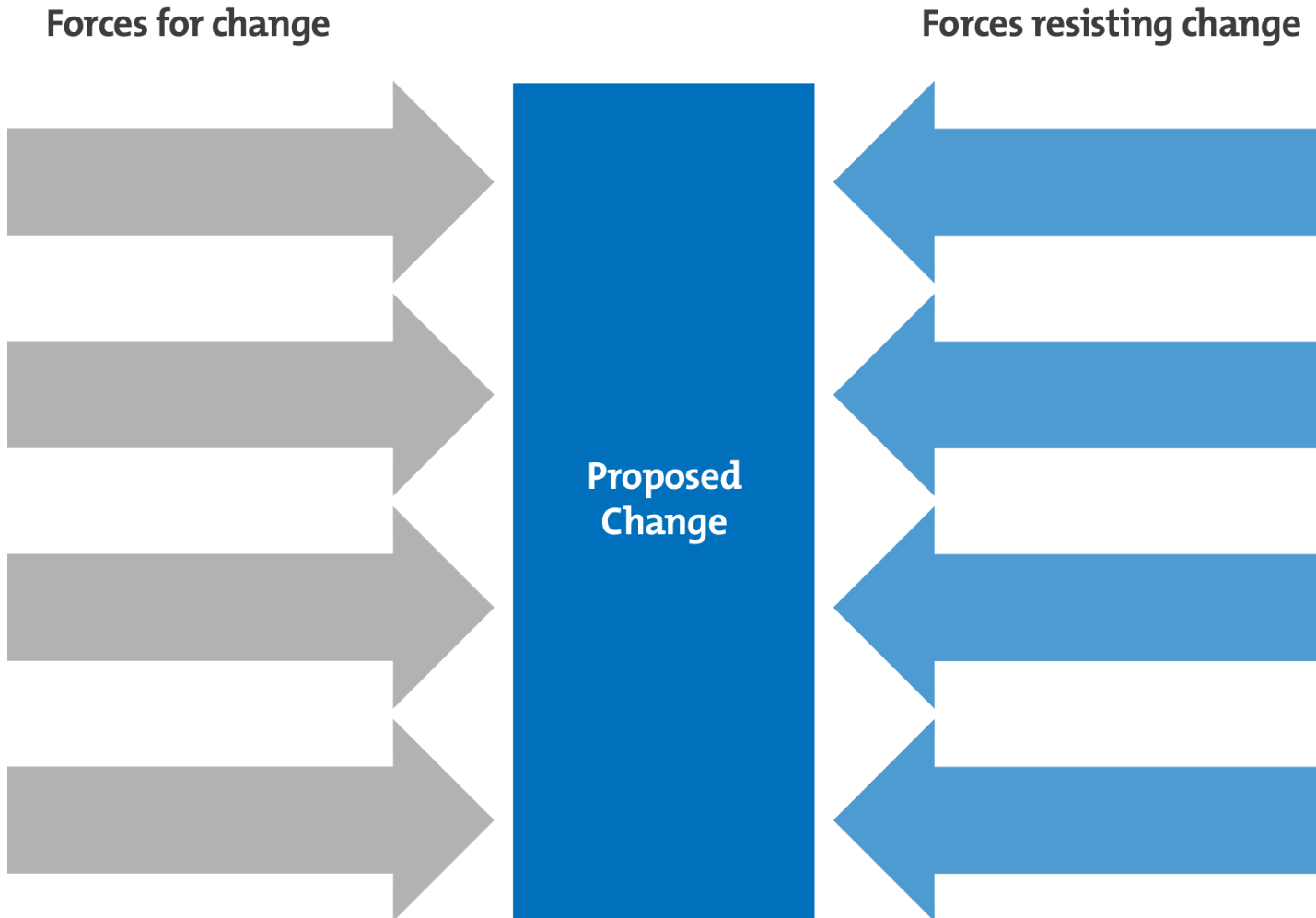
# Accountability



What gets measured gets done



# Force Field Analysis



# Communication Plan

<b>WHO</b> Audience	<b>WHAT</b> Message	<b>HOW</b> Channel	<b>WHEN</b>