

A Checklist for Change

Eleven questions to run before you make your next big move. New pricing, a new hire, a new SOP, a program-work decision.

*Checklist by John Maxwell, from The Difference Maker — part of Law 19 in The 21 Irrefutable Laws of Leadership. All credit to him. Grab the book: it's worth owning.

THE CHECKLIST

- ☐ Will this benefit the followers?
- ☐ Is this change compatible with the purpose of the organization?
- ☐ Is this change specific and clear?
- ☐ Are the top 20 percent (the influencers) in favor of this change?
- ☐ Is it possible to test this change before making a total commitment to it?
- ☐ Are physical, financial, and human resources available to make this change?
- ☐ Is this change reversible?
- ☐ Is this change the next obvious step?
- ☐ Does this change have both short- and long-range benefits?
- ☐ Is the leadership capable of bringing about this change?
- ☐ Does everything else indicate the timing is right?

Run through all eleven. Answer each one yes or no. Too many no's... the timing isn't right. Doesn't matter how good the idea is.



WHAT HAPPENS IF YOU SKIP THIS

- You roll out the right idea in the wrong week, and the team reads it as punishment, not progress.
- You lose the people whose support you needed, because nobody checked if the influencers were on board first.
- You find out you were wrong about the timing only after the damage is already done.
- The change gets associated with disorder instead of progress, and your next "big idea" gets less trust, not more.

It's rarely the change itself that fails. It's the timing. You can be dead right about where the business needs to go and still blow it up because you moved before the resources, the buy-in, or the reversibility were there.