

**Leadership Agenda**  
*Case for Change*

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*Creating Urgency*

***"It all starts with a sense of urgency. We are much too complacent. And we don't even know it."***

**John Kotter, *A Sense of Urgency***

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**Components of the Leadership Agenda**

- Case for change
- Vision/Preferred future
- High impact strategies

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**The Case for Change**

- Causes disequilibrium
- Expresses dissatisfaction with status quo
- Analyzes a moral inconsistency
- Pinpoints unrealized potential
- Builds urgency for change
- Requires personal transformation

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 **The Case for Change Outline:**

- Without any change in the way we do business . . .
  - What happens to consumers?
  - What happens to providers of services?
  - What systemic flaws go unchecked?

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 **A compelling case for change is ~**

- Clear
- Bold
- Concrete
- Urgent
  
- And targeted to your specific audience

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 **Clear**

- Simple language choices
- A Simple outline
- Basic, easy-to-grasp bullet points

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## Concrete

- Uses...
  - Data
  - True stories
  - Details
  - Vivid, valid imagery

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## Bold

Language, visuals, and content . . .

- Gets the audience's attention and holds it
- Demonstrates what needs improvement
- Short-term, long-term
- Illustrates unrealized potential
- Focuses on those served

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## Urgent

A sense of urgency comes through . .

- Impatience with the status quo
- Knowing the short and long-term impacts of doing nothing

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**Characteristics of the Case for Change**

- Focused on those served
- Clear enough to be understood
- Urgent enough to move people to action
- Concrete

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