LEADING TRANSFORMATION #61:

CHALLENGES TO CHANGE LEADERSHIP—EXTERNAL

The Challenges to Change Leadership can be categorized into two—external and internal. External Challenges come from outside the Community of Change Leaders. Internal Challenges come from within the Community of Change Leaders.

EXTERNAL CHALLENGES, outside the Community of Change Leaders, include,

5. IDEOLOGICAL WAR

This has to do with the war over which ideologies (religious, political, economic, etc.) should reign or guide the change leadership process as well as the new future.

Which “mind” and “mind set” should rule other minds? This battle for the minds when not addressed, results in philosophical misalignments that weaken the collective leadership effectiveness of Change Leaders.

Ideological alignment is an essential foundation for effective change leadership.

6. MARKET SHARE COMPETITION:

The new future, including products, needs enough clients for the change to be justified as viable, beneficial and necessary. Who is asking for the new promised future? Who will use the new products resulting from the change? Since there are similar initiatives vying for the same market, it is important to also ask: “Why would people opt for the products from the particular change initiative in the stead of others?”

The absence of significant market share can ultimately kill change initiatives.

7. POWER GAMES

It is part of human nature to want more power; and have increasing ability to influence or even control others. The more we are able to influence and control others for our interests the more successful we feel. Our systems reward those on top. So, we are driven to win the “game” and end up on top. The more people, companies and initiatives we have under us the more successful we feel; and the more respect we win from society. Hence the competitive drive to “win at all cost” and end on top.

The competition for power and position among Change Leaders and other stake holders threatens the successful execution of change initiatives. Cooperation and the pursuit of win-win situations should replace competitiveness for change to be successful.

8. CORRUPTION

Change Leaders are human and so have needs. Those who want to derail change initiatives can corrupt leaders by providing them finances and other material favors. The result is the compromising of the essential objectives of change initiatives; and in some cases, the abandonment of change initiatives.

The more compromised Change Leaders are, the less authority and confidence they have for taking the tough decisions needed for effectively executing on change initiatives.

9. DISTRACTIONS

It is not always easy to interfere with change that is being led by very sincere leaders. Another way to derail a change process is to diffuse the focus of change leaders by enticing them to get involved with other “good” things that come with quick and easy rewards.

“The more the merrier syndrome is a trap for Change Leaders.”

“Good things are the enemy of the best.”

REFLECTION QUESTIONS

1. What external challenges threaten the success of a change initiative you are involved with?
2. What should be done to eliminate this threat and increase the viability of the change initiative?