

how Business Analysis can make change stick



2024.10.31 — Filip Hendrickx





images by [Gordon Johnson](#) on [Pixabay](#)

every project is a change project

**every person on a project
is a change maker**





what do I know about change?

(except that it's tough and people usually don't like it)

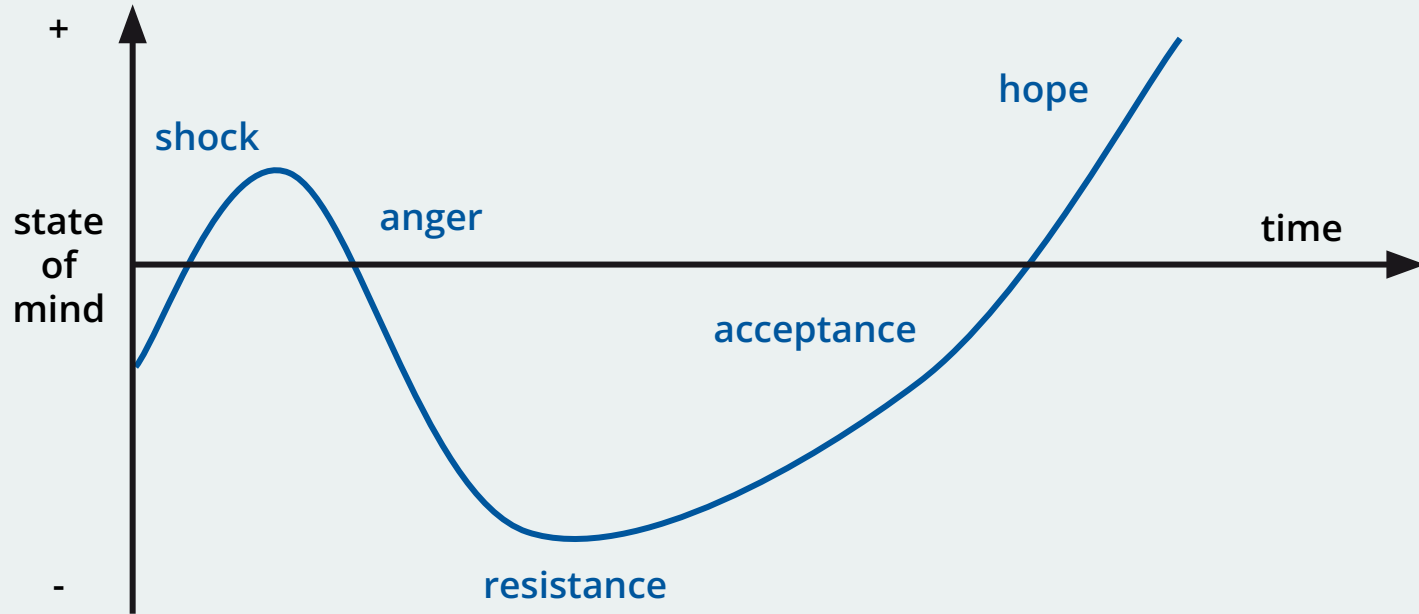
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source: Prosci — [What's the ADKAR model?](#)



sarah model







how does change *feel*?

photo by [Mae Mu](#) on [Unsplash](#)

empathy map



source: [Updated Empathy Map Canvas](#) — [Empathy Mapping](#)

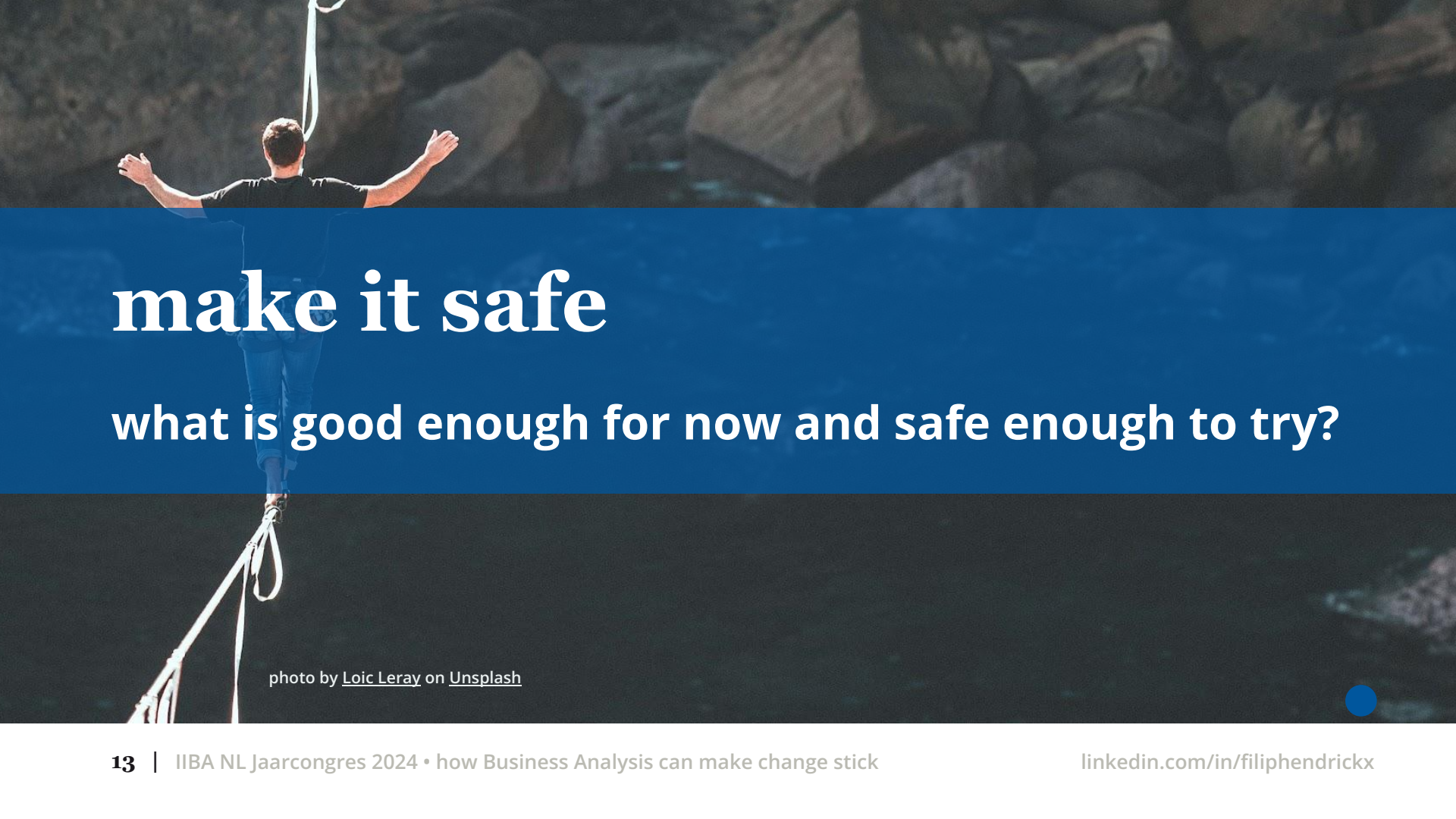


deep listening

why *will* it (not) work? • yes, and ...

Listen

photo by [Nick Fewings on Unsplash](#)

A person is seen from behind, walking a tightrope. They are wearing a dark t-shirt and blue jeans. Their arms are outstretched for balance. The tightrope is a thin white line. The background is a dark, rocky landscape. A blue horizontal band is overlaid on the image, containing white text.

make it safe

what is good enough for now and safe enough to try?

photo by [Loic Leray](#) on [Unsplash](#)

are we ready for change?



already doing it



let's do this!



maybe, need to think



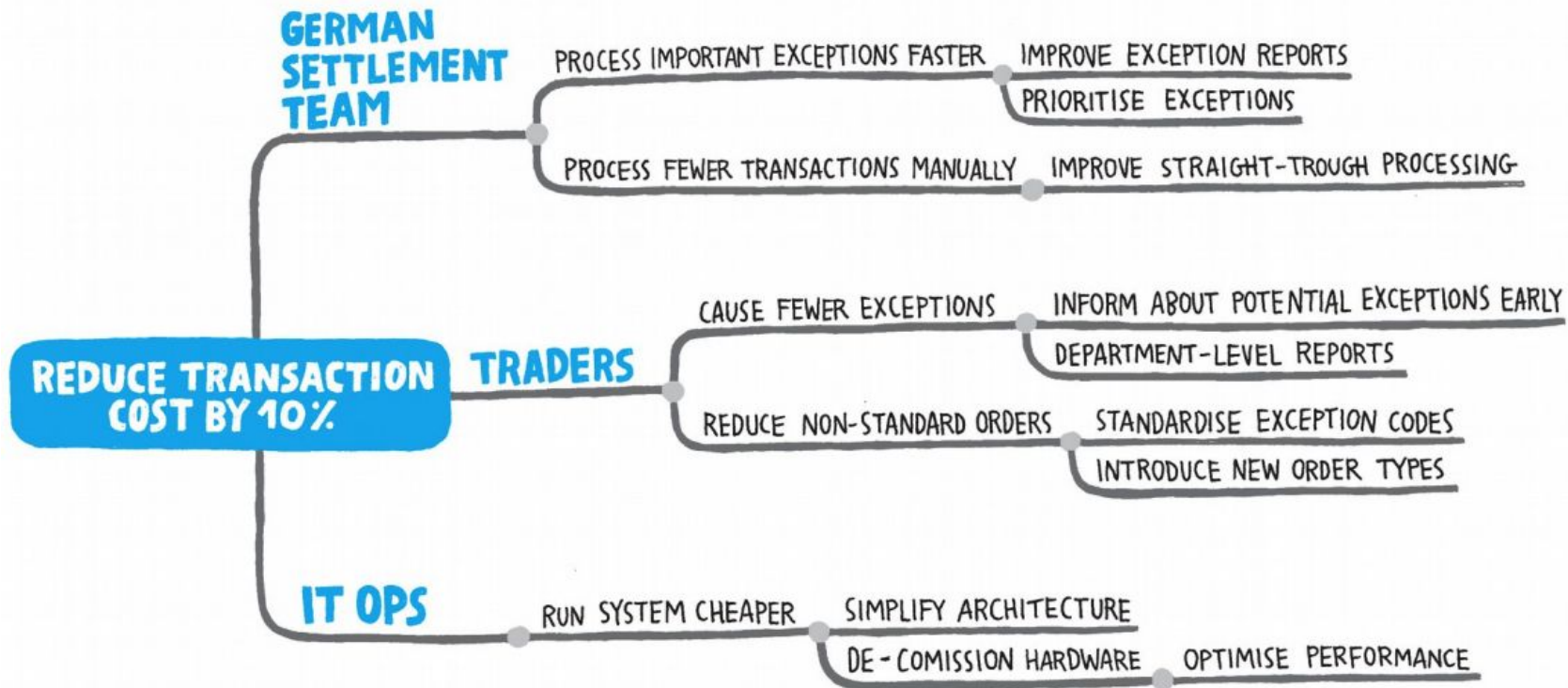
no way!



keep your/their eyes on the prize

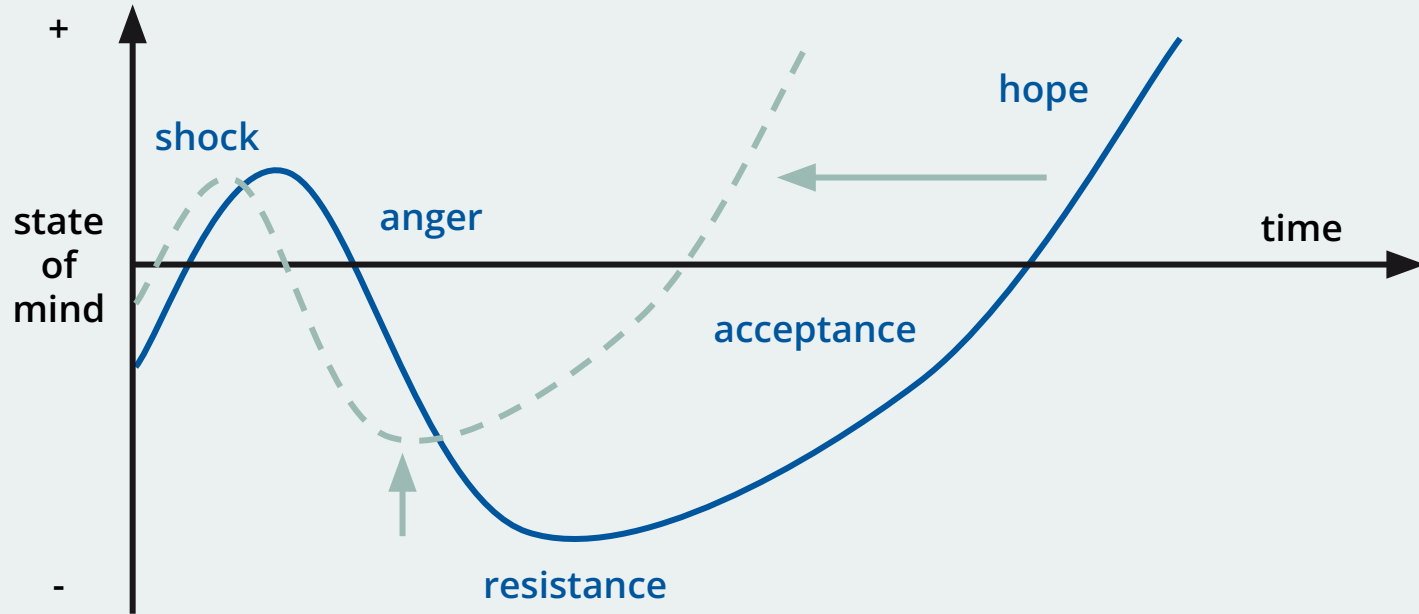
what would have to be true?

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source: [Impact Mapping](#) — [Gojko Adzic](#)

change management



Kurt Lewin's Model Of Change



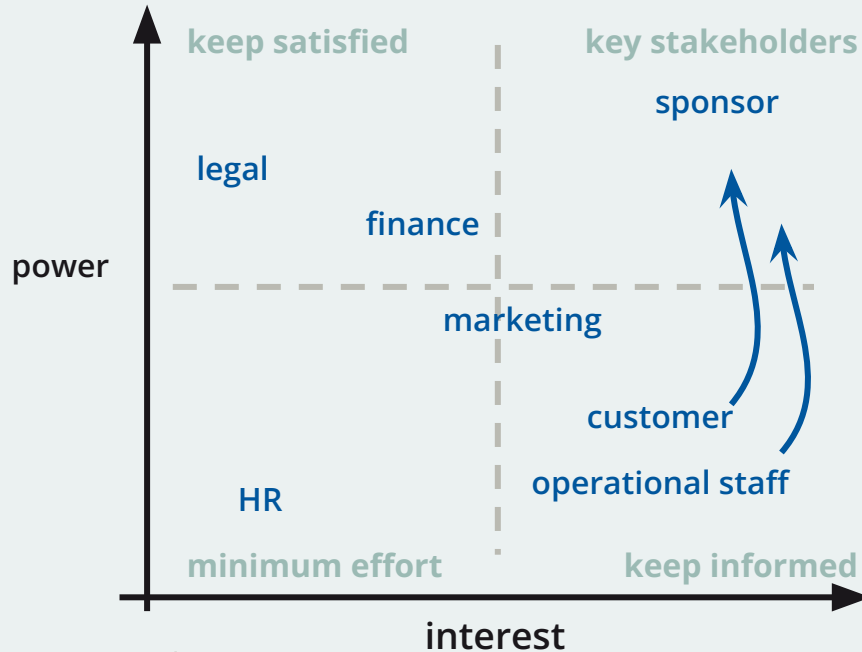
People don't resist change. They resist **being** changed.

— Peter M. Senge

scientist, lecturer, author on organisational development and learning organisations



(facilitating) co-creation



source: [BrainyGlue.com](https://www.brainyglue.com)



be a spider

photo by [Nicolas Picard](#) on [Unsplash](#)



changeable by design?

photo by [Håkon Grimstad](#) on [Unsplash](#)

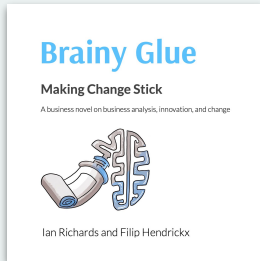


when change isn't strange

source: [The Guardian](#)

about me

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Brainy Glue

Making Change Stick

A business novel on business analysis,
innovation and change



By Ian Richards and Filip Hendrickx

BrainyGlue.com



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alter
shape.