

Session 5: Managing Resistance to Change in Your Organization

Resistance to change is one of the biggest barriers to innovation, but it is often misunderstood. Many employees do not resist change simply because they dislike it, they resist because of uncertainty, fear of failure, lack of trust in leadership, or past failed initiatives. This session helps leaders understand the psychology of change resistance and how to address it in ways that foster engagement, trust, and adaptability rather than pushback.

Change requires leaders to build buy-in, communicate with clarity, and create a sense of urgency without overwhelming teams. Leaders will explore narrative framing techniques, change management strategies, and psychological safety practices to ensure their innovation efforts are not just implemented but embraced.

As a result of this session, I will have the knowledge to:

- Identify common causes of resistance to change and develop strategies to address them proactively
- Engage skeptical employees and stakeholders in innovation efforts
- Use storytelling and data-driven communication to build buy-in for innovation initiatives
- Apply change management techniques to create a culture of adaptability, ensuring sustainable and long-term success

As a result of this session, I will be motivated to:

- Identify three areas where resistance is blocking innovation within my organization
- Apply narrative framing techniques to communicate the need for change effectively
- Implement one engagement strategy to reduce resistance in my team
- Begin integrating structured change management methodologies into my leadership approach