

Fearless Change: Patterns for Introducing New Ideas



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Call for insights!

**A new article series in IEEE Software
Stories, case studies, experiences**

More informal review process

Shepherds available for writing

Send ideas to: linda@lindarising.org



The Project

Started in 1998 with Mary Lynn Manns

Change strategies acquired from:

- conversations with change agents worldwide
- leaders of change throughout history
- change theories

Strategies documented as *patterns*

Underlying the patterns

- research in psychology
- influence strategies
- evolutionary biology

Fearless Change: Patterns for Introducing New Ideas
Addison Wesley, 2005



Why Patterns?

A name is given to:

- **a recurring problem**
- **its context**
- **a known solution**
- **the consequence of applying that solution**

Names provide a vocabulary that allows a conversation about the problems and solutions.



Keep these Patterns with You

Have a vision. Share your passion.

Evangelist

Take small steps. Build on successes. Learn from failures. Repeat.

Test the Waters

Time for Reflection

Small Successes

Step by Step

Timing is everything.

The Right Time



Get Started

Learn about the new idea

Just Do It

Study Group

Gain visibility

Brown Bag

Do Food



Build Grass Roots Support

Personal Touch

Innovators

Connectors

Guru on Your Side



People accept new ideas at different rates – E.M. Rogers

It's new so it's cool!

Innovator 2.5%

Interesting idea, but I need to learn more.

Early Adopter 13.5%

What do other people think?

Early Majority 34%

If I have to.

Late Majority 34%

We've always done it this way!

Laggard 16%



Build Connections

Ask for Help

Just Say Thanks



Respect Resistance Use It to Your Advantage

Fear Less

Trial Run

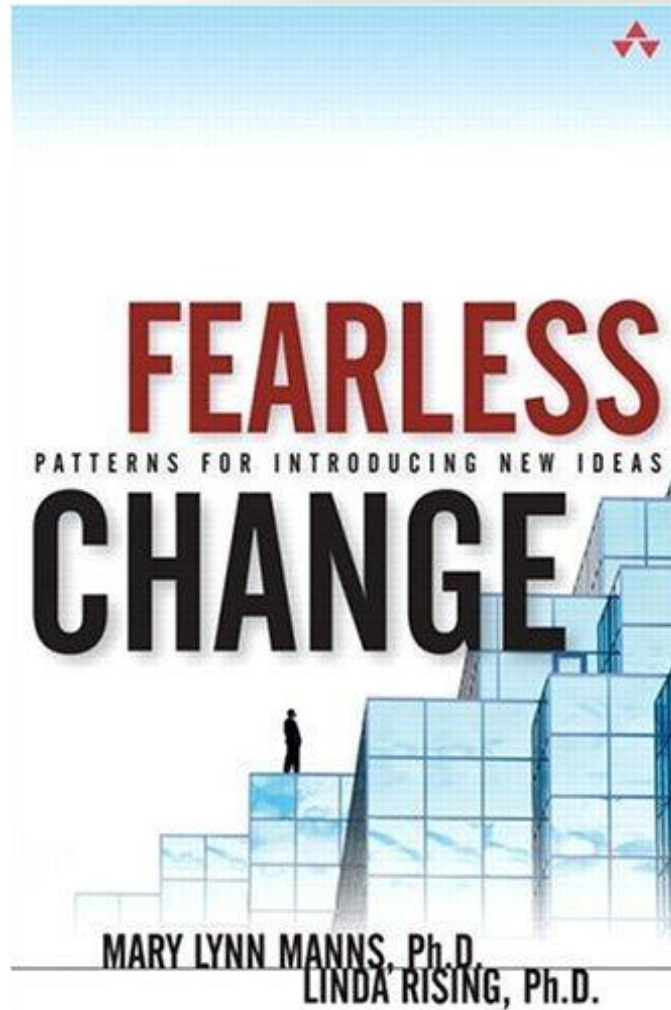


Summary

Patterns document recurring, successful strategies

Fearless Change contains 48 patterns

Strategies for “powerless leaders” who have a good idea and want to introduce change into their organizations



fearlesschangepatterns.com