

From Insight to Impact: Turning Conference Inspiration into Lasting Change

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Yellow Door Solutions



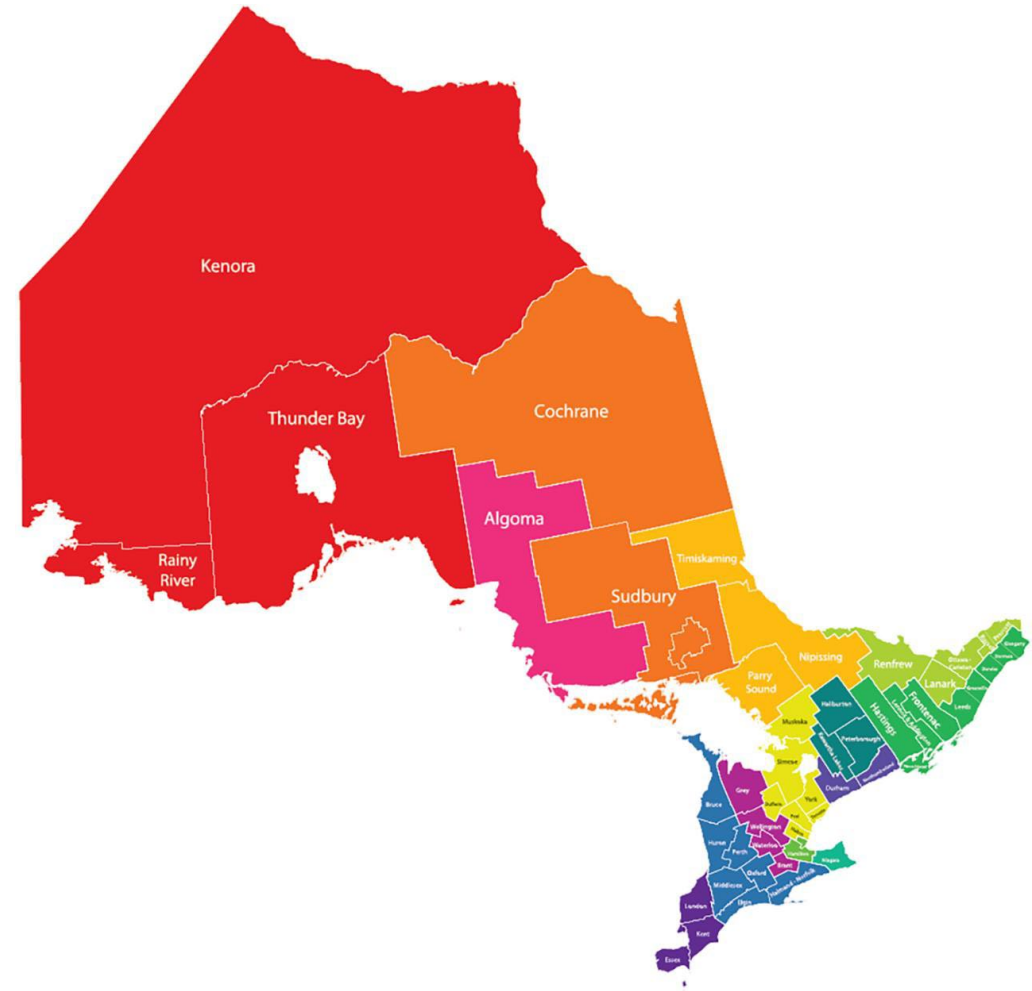
Hi! I am Erin!

ERIN LANDRY-BAKER BA, MHSc, CCMP

Founder and Principal, Yellow Door Solutions

Change Management Expert & Transformation Coach

- 20+ years in change management, stakeholder engagement, and leadership development
- Founder of Yellow Door Solutions, specializing in supporting healthcare, public sector, and not-for-profit organizations
- Certified change management professional & facilitator
- Expert in stakeholder engagement & future-state co-design
- Committed to making change and transformation smooth, sustainable, and always people-focused
- Loves to ski, golf, spend time with her family, and avoid putting her laundry away
- Personal connection to the communities of Kincardine, Ripley, North Bay, Nipissing First Nation, London, Toronto, Barrie, Burlington, Guelph, Orillia, Mississauga, Milton.



What Communities Are Part of Your Story?



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#1889726

Pen Exercise

Take

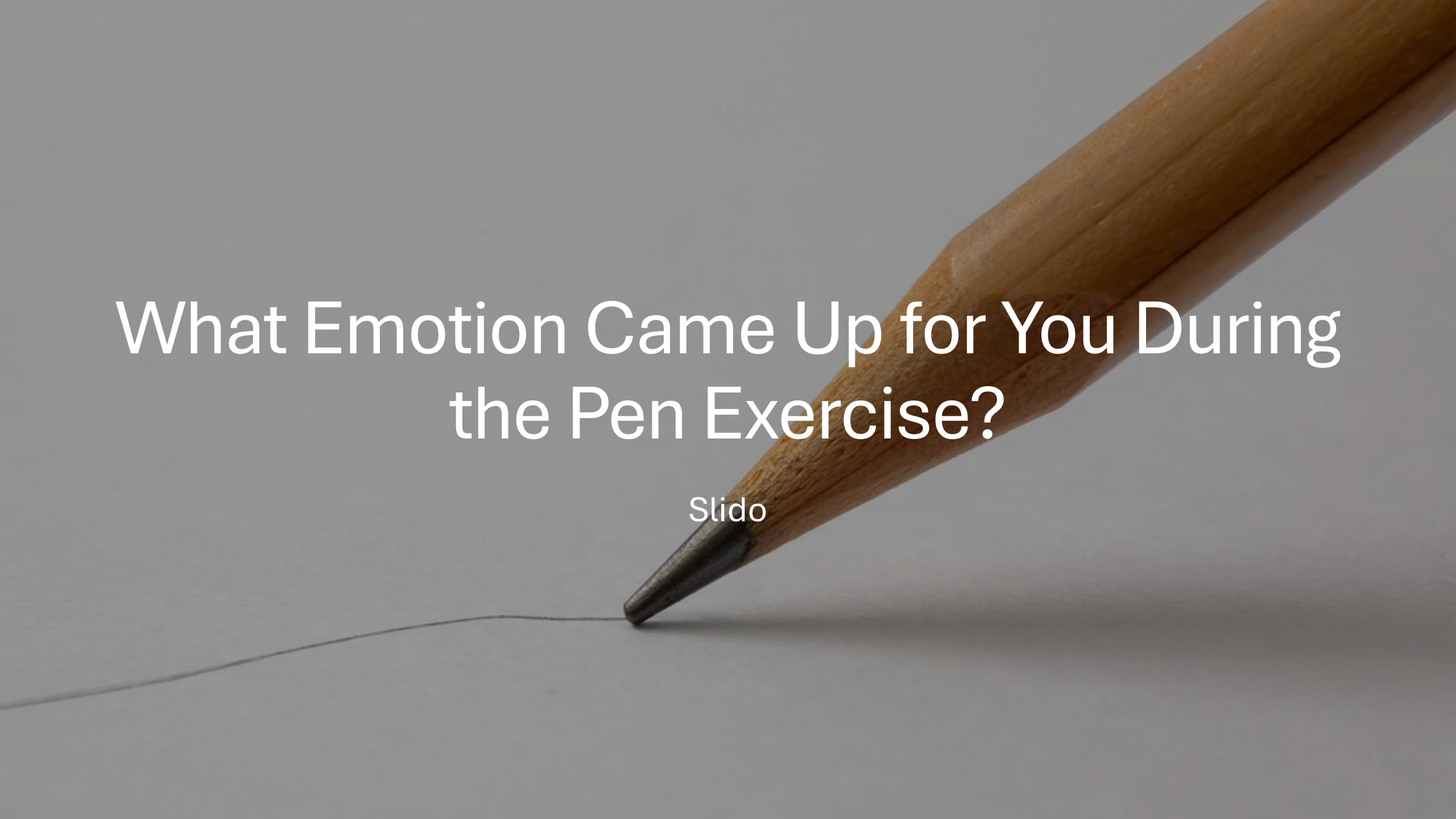
Take a sheet of paper

Write

Write your first and last name across the top

Next

Once everyone has completed the task, Erin will give you next steps

A close-up photograph of a wooden pencil with a sharpened lead tip. The pencil is positioned diagonally from the top right towards the bottom left. It has just finished drawing a thin, slightly wavy grey line on a light grey background. The text "What Emotion Came Up for You During the Pen Exercise?" is overlaid in white, centered on the image.

What Emotion Came Up for You During the Pen Exercise?

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The Link Between Leadership and Lasting Impact

- The emotional toll of change is real – especially in public service
- Change success is about people, not just process
- Leadership actions impact wellness



High-Empathy Leadership

- **Staff voice is welcomed**
- **Transparent communication**
- **Shared problem-solving**
- **Better implementation**



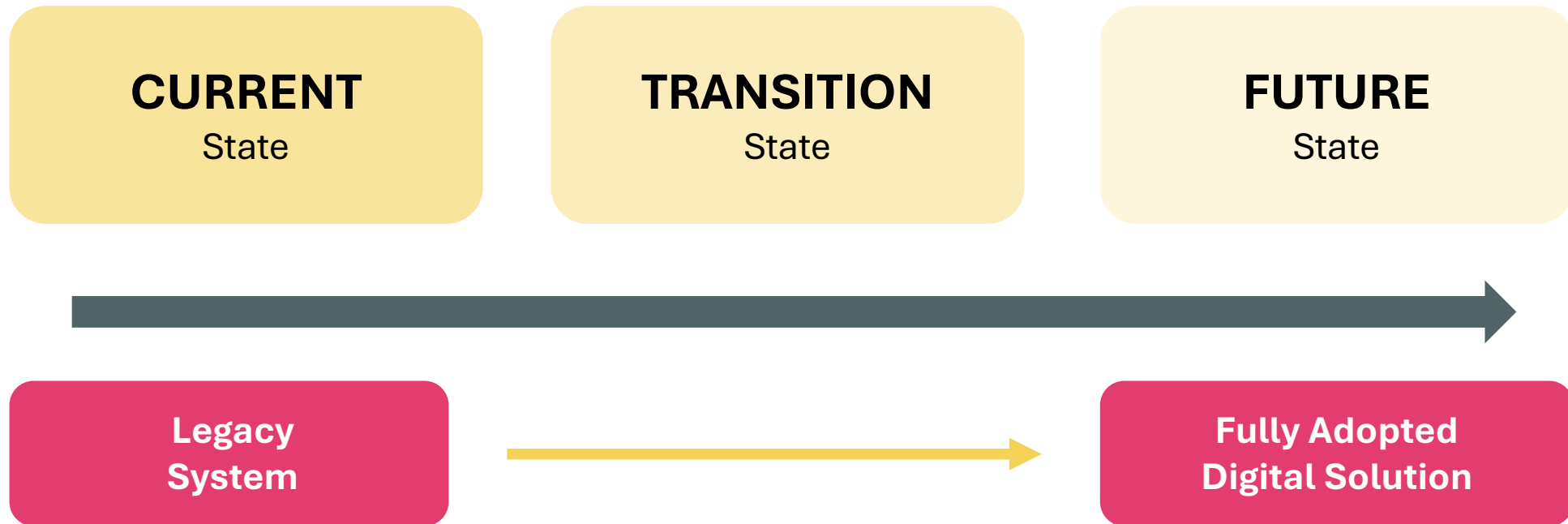
Low Empathy Leadership

- **Concerns are dismissed**
- **Confusion and rumors**
- **Resistance and retreat**
- **Burnout and turnover**

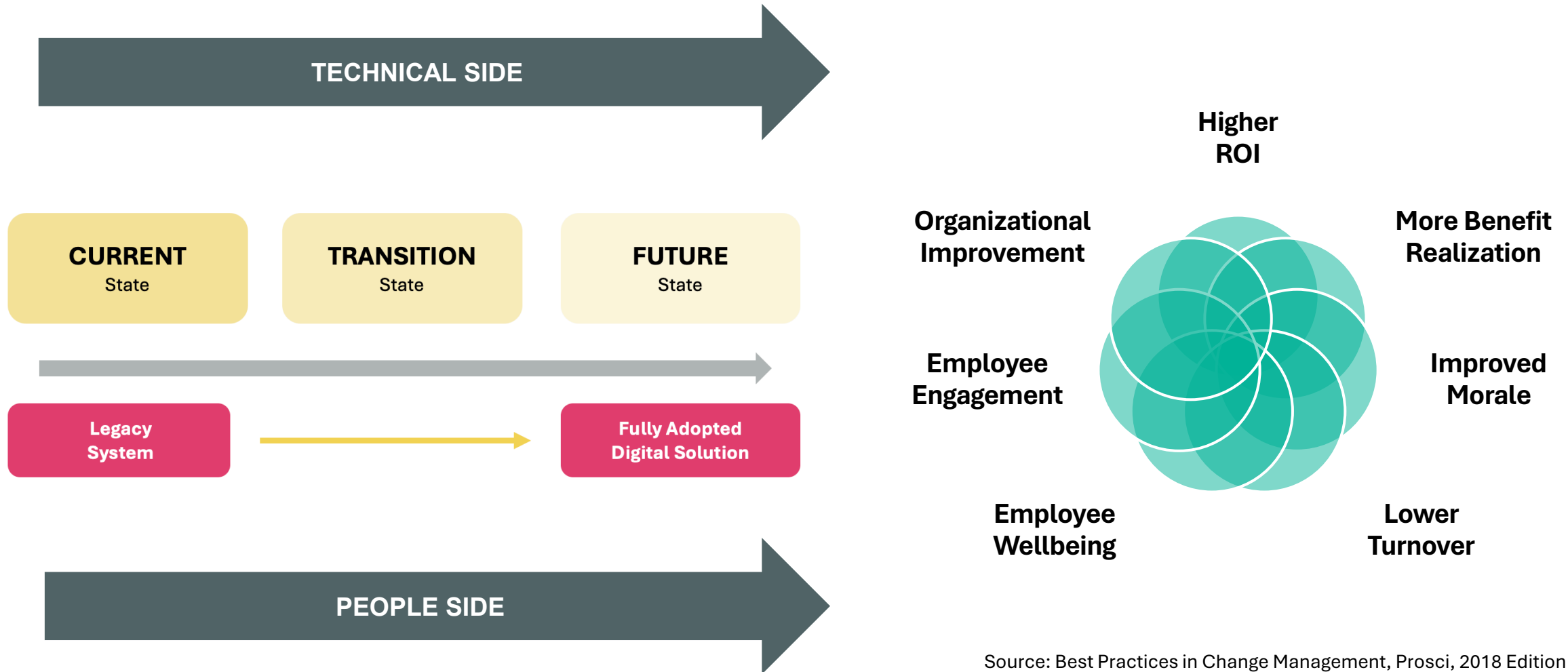
Change management is:

The process for engaging employees, building support and managing resistance once a change has been defined.

States of Change



Technical Side vs. People Side



Source: Best Practices in Change Management, Prosci, 2018 Edition

**Change
management is
NOT:**

A discipline for designing
the change or solution.

Questions to Discuss at Your Table



Employees

Who are they in the context of your work?

Think of the individual, team or department you would personally be responsible for engaging.



Support

What does support look like to you?

How have you felt supported through a change in the past?



Resistance

What might resistance look like in the context of your role?

How have you resisted change in the past?

The Five Building Blocks for Successful Change — Prosci

- A** Awareness
- D** Desire
- K** Knowledge
- A** Ability
- R** Reinforcement®



Source: Best Practices in Change Management, Prosci, 2018 Edition

Consequences of Missing ADKAR Elements



Without Awareness & Desire

you will see:

- Employees asking same questions over and over
 - Lower productivity and higher turnover
 - Hoarding of resources and information
 - Delays in implementation
-



Without Knowledge & Ability

you will see:

- Lower utilization or incorrect usage of new systems
 - Employees worry whether they can be successful in the future
 - Greater impact on clients/patients/communities and partners
 - Sustained reduction in productivity
-



Without Reinforcement

you will see:

- Employees revert to old ways of doing work
- Ultimate utilization is less than anticipated
- The organization creates a history of poorly managed change
- Full ROI of investment goes unrealized

Change Leadership Requires New Skills



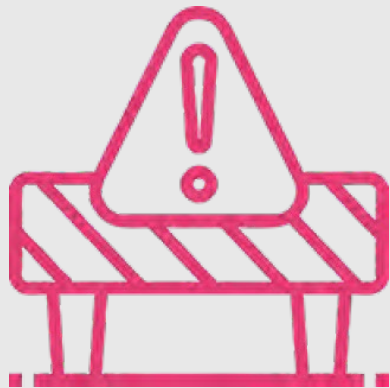
Strong Leadership ≠ Automatic Change Success



Change Leadership ≠ Project Management



Communication Needs Multiply During Change



Signs That Strengthening Your Change Leadership Skills Could Help on Your Next Implementation:

- Teams/departments seem confused or anxious after announcements
- Teams avoid bringing up challenges
- Resistance is attributed to “the people” rather than seen as a normal emotional response to change
- Higher than expected turnover after major initiatives

Practical Change Leadership

Leadership Competencies
that Help to Drive Change

Building Trust

During change, uncertainty naturally threatens psychological safety. Leaders must anchor communication in honesty, transparency, and humility.

KEY CHANGE TACTIC

- Share what you know and what you don't yet know.
- Reassure staff about the process, not just the outcomes.

EXAMPLES

“Last week you raised a concern about the new scheduling process. I connected with the project team, and here’s what we found out...”

“I want to hear what’s making you excited about this change — and what’s making you nervous. Both are important.”

“This change is new for all of us — including me. I may not have every answer right away, but I am committed to working through it with you.”



OUTCOME

- Staff feel secure enough to voice concerns, ask questions, and stay engaged during transitions.

Communicating with Empathy

Change isn't just operational — it's emotional.

Staff may experience grief, anxiety, fear, or anger as old ways of working shift.

KEY CHANGE TACTIC

- Name and normalize emotional responses to change — don't rush to "fix" or dismiss them.

EXAMPLES

"It's okay to feel uncertain about this right now."

"We know this is a big shift. Let's talk about how we'll support you."

"I know that this change may affect your day-to-day work in ways that feel overwhelming right now. It's completely normal to feel that way. We're here to support you — not just through the logistics, but through the transition emotionally, too."



OUTCOME

- Staff feel seen, heard, and valued — essential for sustaining morale.

Coaching Through Uncertainty

During change, traditional "command and control" leadership fails. Leaders must coach, helping teams problem-solve, adapt, and take ownership.

KEY CHANGE TACTIC

- Use questions more than directives.

EXAMPLES

"What do you need to feel successful with this change?"

"Where are you feeling stuck, and how can I help?"

"What resources or support would help you feel more confident moving forward?"



OUTCOME

- Staff feel seen, heard, and valued — essential for sustaining morale.

Quick Self-Assessment: Your Change Leadership Style

(Scale of 1-5)

- ☒ **I create psychological safety for my team during uncertainty.**
(Staff feel safe asking questions, raising concerns, or admitting mistakes.)
- ☒ **I communicate with transparency and empathy, even when the path forward isn't fully clear.**
(I don't avoid tough conversations or overpromise certainty.)
- ☒ **I recognize and validate emotional responses to change.**
(I don't rush people to "just get on board" — I listen and support.)
- ☒ **I coach rather than command during change.**
(I help staff problem-solve and feel ownership, instead of simply telling them what to do.)
- ☒ **I model the behaviors I ask of others.**
(I show adaptability, resilience, and openness myself.)

Table Discussion Activity



Self Assessment

- Take a moment to reflect on how you show up as a change leader
- Score yourself honestly, not perfectly



Table Discussion

- Which of these areas feel strongest for you right now – why?
- Which area is most challenging for you – how do you think that's impacting your team or projects?
- What is one thing you could try in the next 30 days to grow as a change leader?

One Thing to Try Back Home!!

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Q and A



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Public Training in Partnership with the Mississauga Halton Regional Learning Centre

**In-Person on
September 24, Oakville**



**Virtual on
October 16, 23, 30, & Nov 6**



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