

Dynamic Leadership Discussions

Change Management with multiple stakeholders

Host: Brad Moses

Guest: MG (R) Kurt Sonntag:

Kurt spent 3 decades in the U.S. Army leading Special Operations forces, with a culminating role of Commanding General for the John. F. Kennedy Special Warfare Center & School at Fort Bragg, NC. When considering experts to discuss Change Management with multiple stakeholders, Kurt has led this effort in probably the most difficult times in our nation's history from a seat at the world's largest institute that produces special operations INDIVIDUALS.

On this Topic: Change is constant for organizations. Leader influence and awareness to make change positive is key.

Key take-away for Change Management discussion with MG (R) Sonntag

- **Understand the problem**
- **Visualize solutions from multiple points of view**
- **Realign resources toward critical components of change, assess and adjust.**
- **Consistency in messaging**
- **Ownership**
- **Talent management**

What are some best practices MG (R) Sonntag used to align stakeholders for a significant change when needed?

- 1) Stakeholders buy-in** is important to make the Right change. There are times that internal stakeholders will resist change; It's an uncomfortable change from normalcy.
 - a) You must balance supply and demand, in a "no-growth-environment" to produce Army Special Operations forces and High-risk advanced training of professionals.
- 2) Communicate** required changes realized from the operational force (client/customer) to influence institutional historical nuances that may have been mired in bureaucracy.
- 3) It is critical to manage talent within your organization** to move change forward.

