



EVOLVE: A WEBINAR SERIES

Summary and Application Exercises

Webinar 4: Leading Others *Through*, Not In

➤ SUMMARY

Learning Objectives

By the end of this webinar, you'll know:

- Create leader alignment
- Successfully unleashing your people to evolve
- Maintain momentum when trade-off decisions come

Stage 1: Letting Go

Leader Mistake
<ul style="list-style-type: none"> • Pushing urgency or logic • Explaining the change again instead of acknowledging

What Leaders Must Do
<ul style="list-style-type: none"> • Acknowledge what's ending • Name losses openly • Provide clarity on what will <i>not</i> change

Stage 2: The Neutral Zone

Leader Mistake
<ul style="list-style-type: none"> • Interpreting confusion as incompetence • Micromanaging or withdrawing support

What Leaders Must Do
<ul style="list-style-type: none"> • Provide structure and short-term goals • Normalize uncertainty • Encourage learning and safe experimentation

Stage 3: New Beginning

Leader Mistake
<ul style="list-style-type: none"> • Declaring victory too early • Removing support prematurely

What Leaders Must Do
<ul style="list-style-type: none"> • Reinforce new behaviors • Celebrate progress • Anchor change into systems and habits

➤ APPLICATION

1. Review the list you developed from Webinar 3 of the people also affected by the changes affecting you.
2. Use the list of behaviors from Webinar 2 to assess where each person is in transition and what you can do to lead them through.

Change	Others Impacted	Stage			My Next Action

3. Set a time to meet with each person, share your observations and allow them to honestly express their thoughts and feelings.
4. Build a plan together to help them maintain productivity, engage with others and maintain regular communications.