

~~Change~~

*or is it
Transformation.*

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What did Santa say to the smoker? Please don't smoke, it's bad for my elf!



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Ch, Ch, Ch, Changes

- ▶ Technology is without doubt a great driver for change and transformation in any business
- ▶ However, it's really.....



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Scary



What's it all about?

- ▶ Change v Transformation
- ▶ It's how you approach it that makes the difference



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What is change?

- ▶ CHANGE requires becoming familiar with the current situation, and working to make things better, faster, cheaper
- ▶ The past is the fundamental reference point and actions are intended to alter what already happened. When you choose CHANGE, your future is really a reconditioned or improved version of the past



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What is transformation?

- ▶ In transformation, you design your future and invent ways to bring it about
- ▶ When you choose the path of TRANSFORMATION, it becomes easier to leave the past behind after thoroughly considering the *As Is*
- ▶ Transformation causes new systems, new ways of working to come to light



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And the point is...

- ▶ Understanding whether you are embarking on a change or transformation project is half the battle
- ▶ Ensuring that everyone agrees on your goal - will dictate your success



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The first and perhaps most important area of concern



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The reason we are in this predicament...

- ▶ You need to.... ➡ Out of support issues, legislative, legal, mergers
- ▶ You want to.... ➡ You've been to an exhibition, you've heard someone else did it, you fell for the sales pitch
- ▶ You've been asked to.... ➡ Your boss has been to an exhibition, your board have been talking to someone
- ▶ The point is it can come from many confusing areas

Are these actual drivers for change?

- ▶ Not really
- ▶ Why?



None of them came from inside

- ▶ The best motive for making something better is when it comes from within
- ▶ If it comes from within, it means more
- ▶ If it comes from within, you are usually improving something identified as needing improved, whether it is addressed through change or transformation



How you can make a difference, whether it is change or transformation



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The fun theory

The principle that fun is the easiest way to change people's behaviour for the better.

- ▶ It works, and you can make it work too. <https://youtu.be/cbEKAwCoCKw>
- ▶ Change or indeed transformational projects can have elements of fun

Active inertia

The tendency to follow established patterns of behaviour.

- ▶ It happens everywhere
- ▶ It happened to these companies, and look what happened
- ▶ Can it happen in social housing?



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Some real social housing examples

These really happened:

- ▶ My first foray into Social Housing was the worst example of Active Inertia
- ▶ Best example of inclusiveness
- ▶ Fun theory was applied, although we didn't know it at the time
- ▶ Terrible leadership
- ▶ We are right!
- ▶ Lack of structure and governance



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Some hints and tips from many, many years of doing this stuff

- ▶ Don't keep secrets
- ▶ Ban the ivory tower
- ▶ Get a real sponsor
- ▶ Watch, listen and involve employees
- ▶ Communicate
- ▶ Sack the saboteurs.



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