

# From Plan to Momentum: Change Management Principles for Strategic Planning

Sookyung Suh, PhD

Southern Illinois University School of Medicine

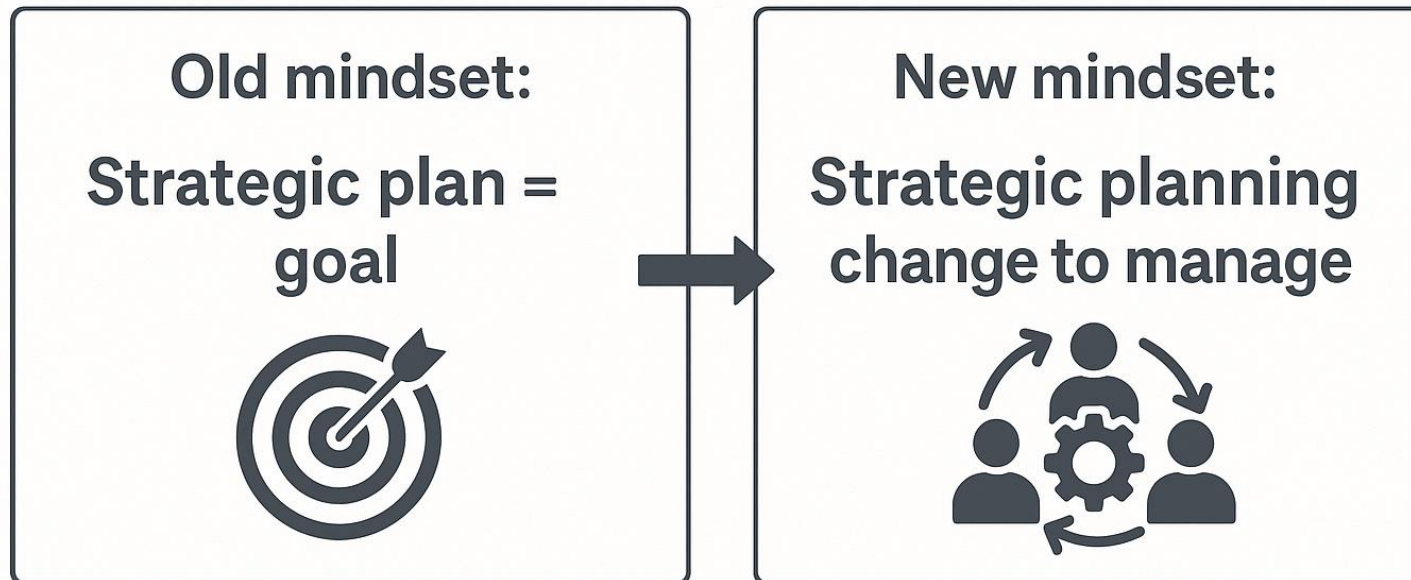
# Check-in

**What's your biggest pain points for strategic planning?**

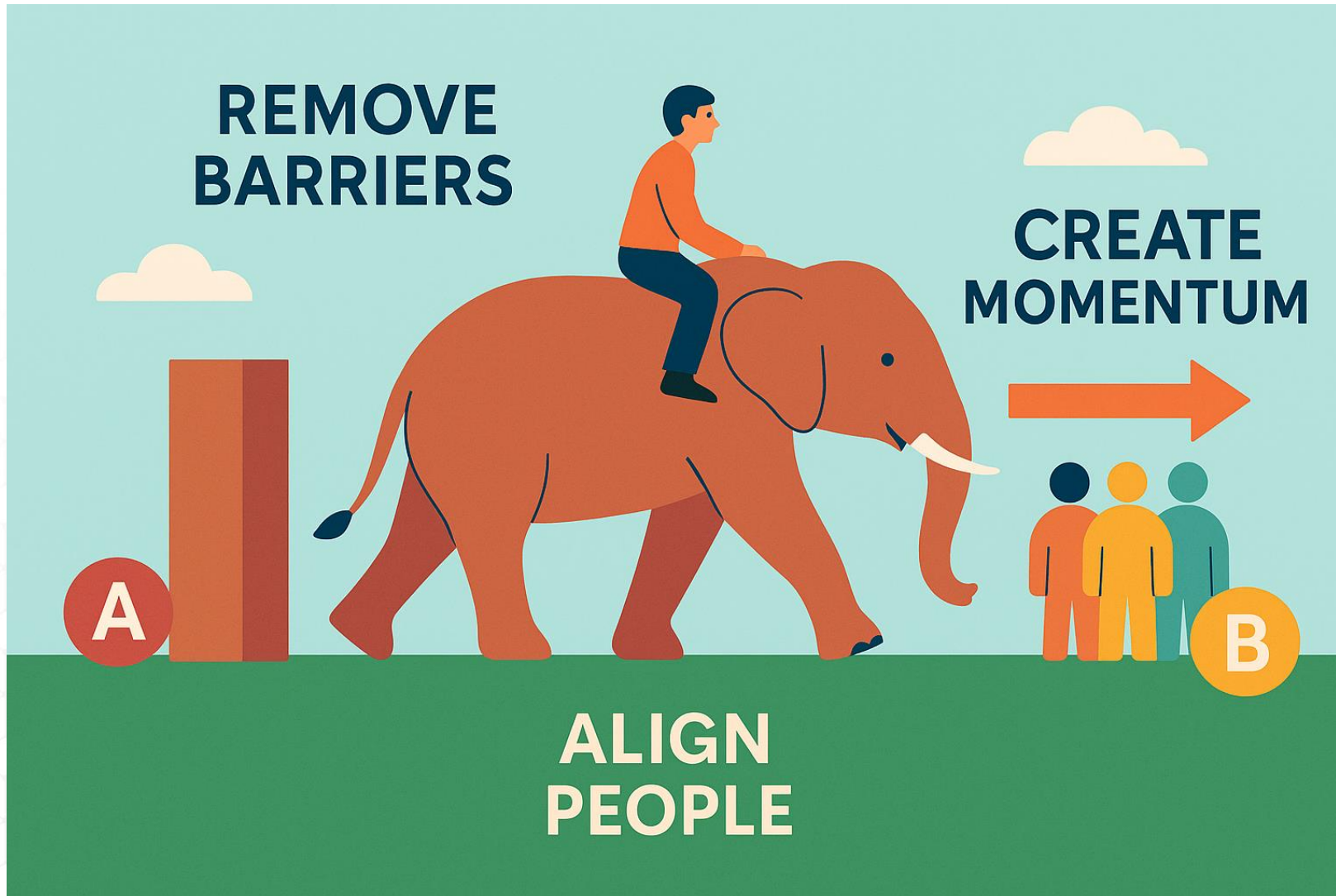
- A. Getting broad, meaningful input
- B. Building buy-in among key leaders
- C. Implementation competing with “real work.”
- D. Maintaining momentum after year one
- E. Anything else?

# Strategic planning as “change”

## Mindset shift



# Moving the strategy forward



Human-centered approach for strategic planning:

- Address meaning, values, fear, concerns, and confusion

# Align people – Strategic Planning Sessions

## Challenges:

- Selected senior leaders are involved
- Inefficient strategic planning meetings
- Less accountability
- Disengaged audience and less buy-in
- Not sure how to include inputs from various constituencies

## Results:

- Increased ownership and buy-in of goals, mission, or vision
- Stronger sense of team and community
- Feel valued, appreciated, and heard
- Commitment and personal meaning
- Decreased time spent on making decisions on mission, vision, and goals: from 3-6 months to 1 pre-survey and 1 working session

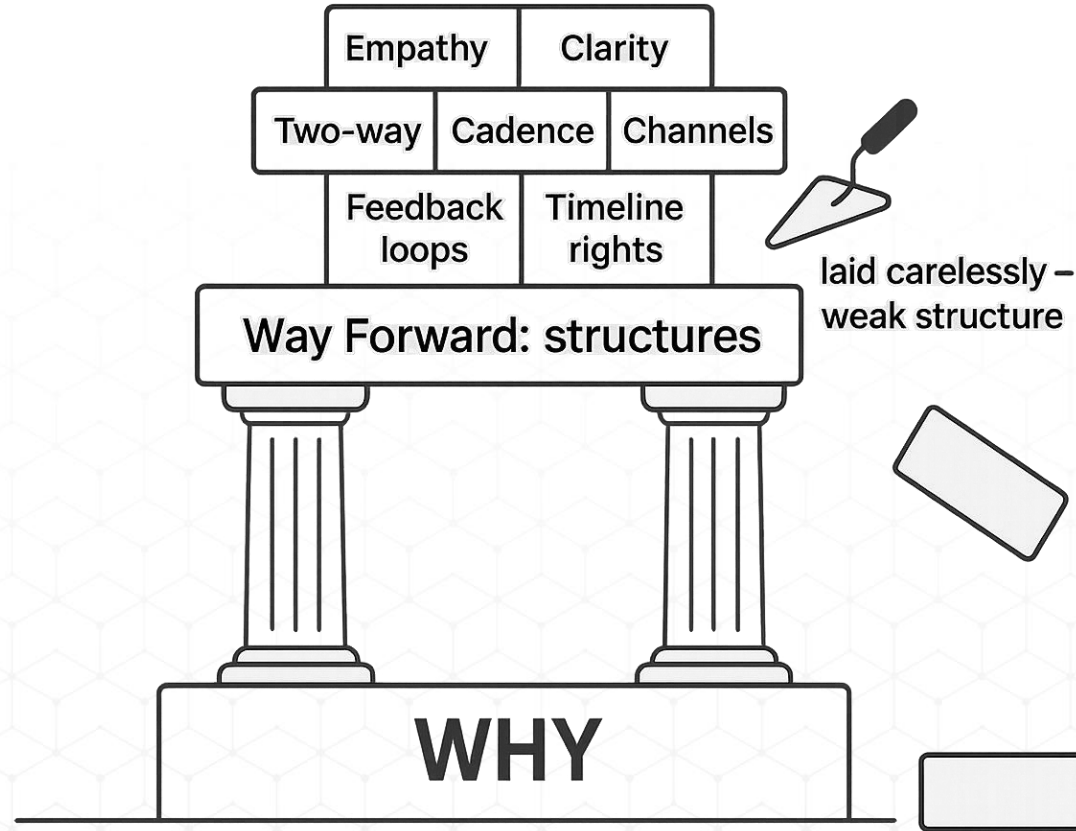
# Build Momentum – Community of Practice

- **Format:** Bi-Monthly, Small group
- **Topics:** Change management-related
- **Approach:** Semi-structured, Case-based, Problem-Solving

## CHANGE MOMENTUM CIRCLE

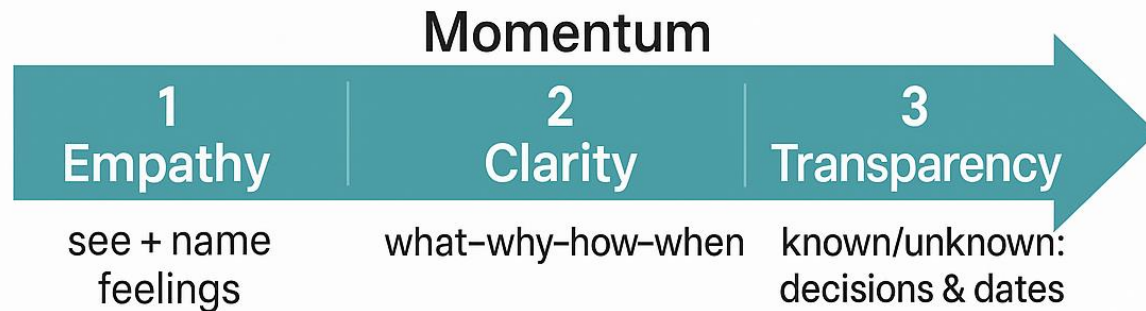
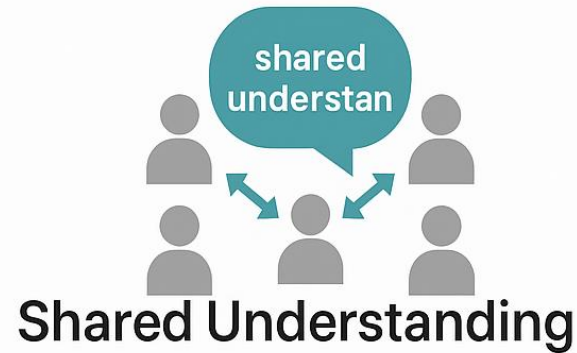


# Two Way Communications: Direct People and Remove Barriers



# Change Management Communications

Communicating change  $\neq$  broadcastaing  
→ it's building shared understanding





# In Summary



# Thank you!

**Contact:**

Sookyung Suh

[ssuh89@siumed.edu](mailto:ssuh89@siumed.edu)