

# ***Let AI Do the Work!***

Developing Effective Change Management Plans

Jacki Reyes Hull, EdD & Caitlin Wolf, MBA  
USF Health Morsani College of Medicine



# Speakers



Jacki Reyes Hull, Ed.D.  
Associate Vice President for Administration  
& Organizational Strategy, USF Health;  
Associate Dean for Strategic Initiatives,  
Morsani College of Medicine



Caitlin Wolf, MBA  
Assistant Vice President for Administration &  
Organizational Strategy, USF Health

# Objectives



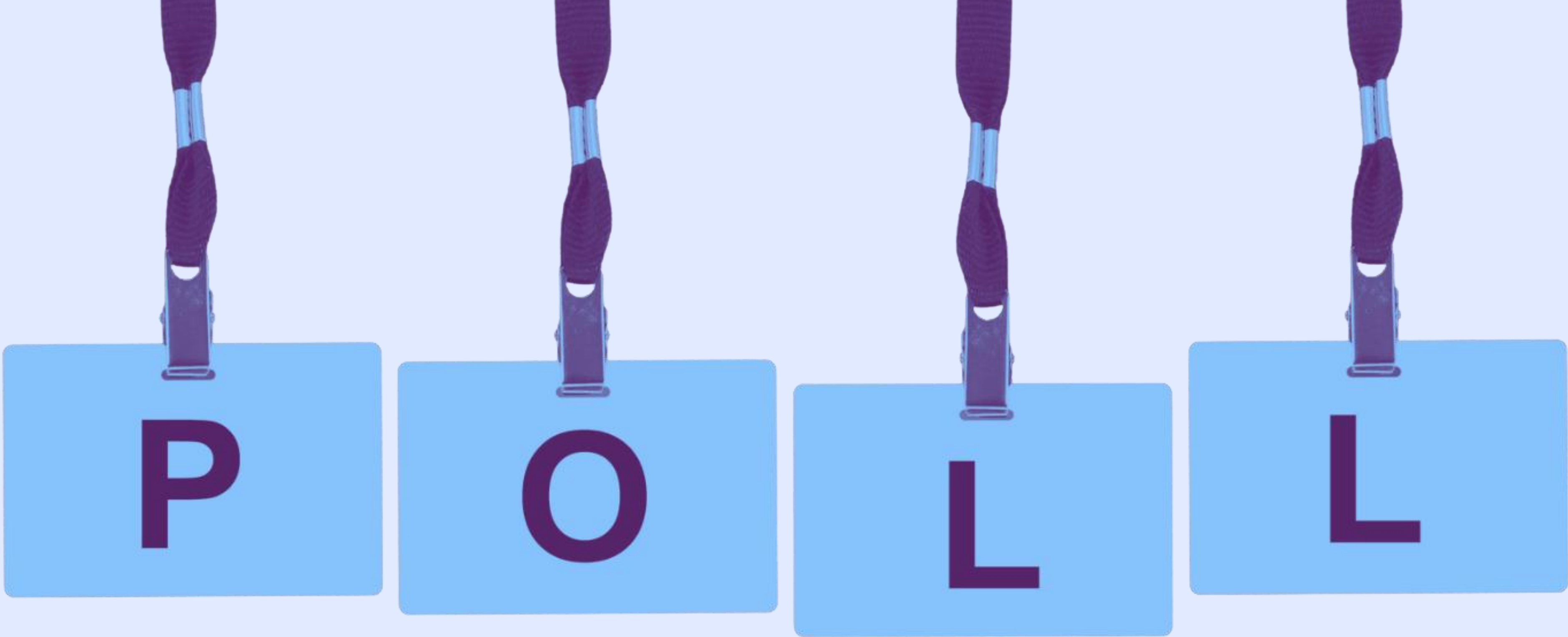
Explore how generative AI can enhance traditional change management practices by increasing efficiency and reducing planning time.



Identify appropriate change management frameworks to guide plan development.



Develop customized change management plans, using generative AI tools, tailored to specific organizational needs.



What is the biggest challenge your organization faces when managing change?



# **Change Management Models**



# Prosci Model

**A**

**Awareness** – Of the need for change

**D**

**Desire** – To participate and support the change

**K**

**Knowledge** – On how to change

**A**

**Ability** – To implement required skills and behaviors

**R**

**Reinforcement** – To sustain the change

# Kotter's 8-Step Change Model

**1**  
Create a sense of urgency



**2**  
Build a guiding coalition



**3**  
Form a strategic vision




**4**  
Enlist a volunteer army



**5**  
Enable action by removing barriers



**6**  
Generate easy wins



**7**  
Increase the pace



**8**  
Institute change



# ChatGPT vs. Microsoft Copilot



# AI Demo: Choose a Scenario

## **SCENARIO 1: Budget Cuts Affecting Medical School Operations**

State-wide budget reductions have resulted in a 15% cut to the medical school's operational budget for the next fiscal year, requiring swift action to ensure financial stability. Administrative departments must be restructured, non-essential expenditures reduced, and staffing levels reassessed. Academic programs and research funding face potential impacts, creating uncertainty for faculty, staff, and students. Without a clear and coordinated approach, these changes could lead to operational disruptions, decreased morale, and challenges in maintaining the school's mission and long-term sustainability.

## **SCENARIO 2: Aligning Strategic Planning Efforts Between a Medical School & its Hospital Partner**

Historically, the medical school and its hospital partner have operated with independent strategic plans, but shifting industry demands now require greater alignment in clinical care, education, and research. For the first time, both institutions must collaborate to synchronize initiatives, integrate decision-making, and streamline resource allocation. With differing structures, cultures, and operational processes, this transition presents challenges in coordination, communication, and goal alignment. Successfully navigating this shift is essential to fostering a unified vision and ensuring long-term institutional success.

Q

&

A



