INSULATION TECHNOLOGY GROUP

S.T.A.R.S. Program 2026



Change Management

Appendix

In collaboration with Brighter Leaders

BRIGHTER LEADERS

Understanding the change curve



The Power of Storytelling in Change

They help bridge the gap between *logic* and *emotion*.

Elements of an effective change story:

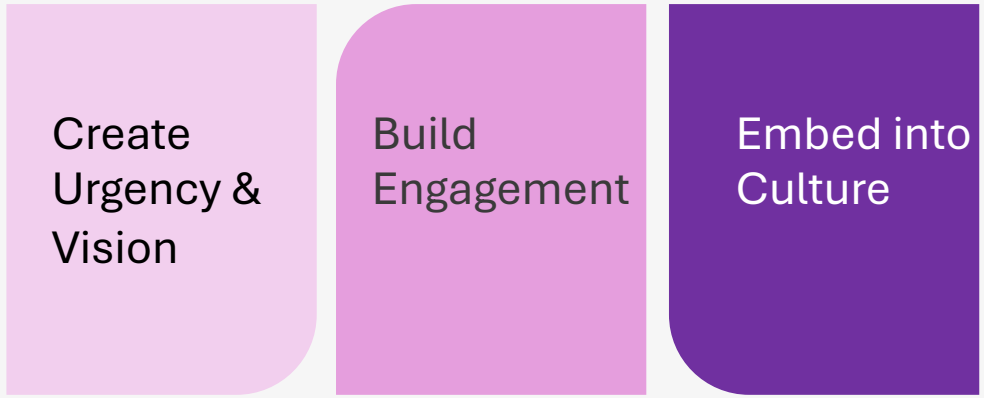
The Why – The reason behind the change (compelling and human).
The Vision – A clear picture of the desired future.
The Journey – The path from here to there (including challenges).
The Role – How each person contributes to success.

Mapping Stakeholders & Tailoring Communication

- Identify all individuals/groups impacted by the change.
- Assess their level of influence and level of support.
- Tailor your message and approach for each quadrant:
- High influence / high support → engage as champions.
- High influence / low support → focus on listening and involvement.
- Low influence / high support → empower them to spread positive stories.
- Low influence / low support → keep informed, build small wins.

Two simplified frameworks

Kotter's 3-Step



ADKAR Model

Awareness
Desire
Knowledge
Ability
Reinforcement