



## ACCELERATING CHANGE THROUGH LARGE GROUP PROCESS

Imagine if the important changes you want to bring about in your organisation could be carried through quickly and with enthusiasm rather than apathy. If you have never experienced a Large Group Event it is hard to imagine the wave of energy, enthusiasm and creativity they create. If you are frustrated by the ineffectiveness of traditional change methods why not give it a try?

Experience and research tell us that most changes fail because not enough people are really committed to the end vision. At the same time too many are either apathetic or just pretending to go along with the change. Finding a way of involving key people at an early stage and providing them with a dedicated event which enables them to see their role and responsibility early on is a highly successful starting point.

A Large Group Process (LGP) which involves say 50-100+ people at an early stage is the ideal way to begin creating a critical mass of individuals who are committed to making the change happen. Outcomes include:

- Many key people instantly understand the objectives and process for the change. This beats any other way of communicating about change.
- They make a valuable contribution at the start of the change which is likely to reduce obstacles and keep it on track.
- They feel valued and energised. (The opposite effect of having a change “done to you.”)
- In many LGP’s participants actually start making the change happen during the event. Think how many changes are painfully slow to gain momentum and the number which stall completely.

There are several templates for Large Group Events to fit different types of change. Among the best known are:

- [Future Search](#) – for achieving consensus and creating a shared forward plan among groups with different agendas on an important and complex issue. Well suited for example to exploring strategic options and achieving a common direction.





- [Real Time Strategic Change](#) – these events focus participants on how to work together for example to achieve a new way of working or implement a new organisational structure.
- [Simu Real](#) – simulates how the organisation works and how it needs to improve/change. Participants work live on the boundaries, issues, relationships which are key to business effectiveness.

We have now created and run a number of Large Group Events in a wide range of businesses, all of which have one thing in common. They need to bring about some vital change and they really want it to succeed. We have developed hybrid mixes of the above approaches which help our clients focus on their unique needs and circumstances.

We have found that a key success factor is to have people within the organisation work with us on designing the event. They use their perspectives and experience and we use our knowledge and creativity. Successful LGP's are driven from within.

If you want to learn more about LGP's try "Large Group Interventions" by Bunker and Alban. Otherwise please talk to us!

**Kevin McKee and Rosanne Cole**

