

# MAKING “STICKY” CHANGE BY FINDING THE RIGHT MOMENT

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*...and how to know the moment is right.*

Ania Szypszak  
anna.szypszak@gmail.com  
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# the telecom story

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Issues

External  
benchmarks

Let's try!

Many depts  
involved

Trainings,  
workshops

structure,  
roles, etc

External help

Culture vs  
process

Tools

Internal  
"forces"  
grow

Lagging  
results

New goals

# the telecom story

Clear connection  
between goals  
and solutions

Training vs. real  
mastery

Patience in  
waiting for results  
to materialise

Change is like a  
ROLL OUT TURF

Management  
support

Involvement and  
pushback

Many teams  
involved at  
once

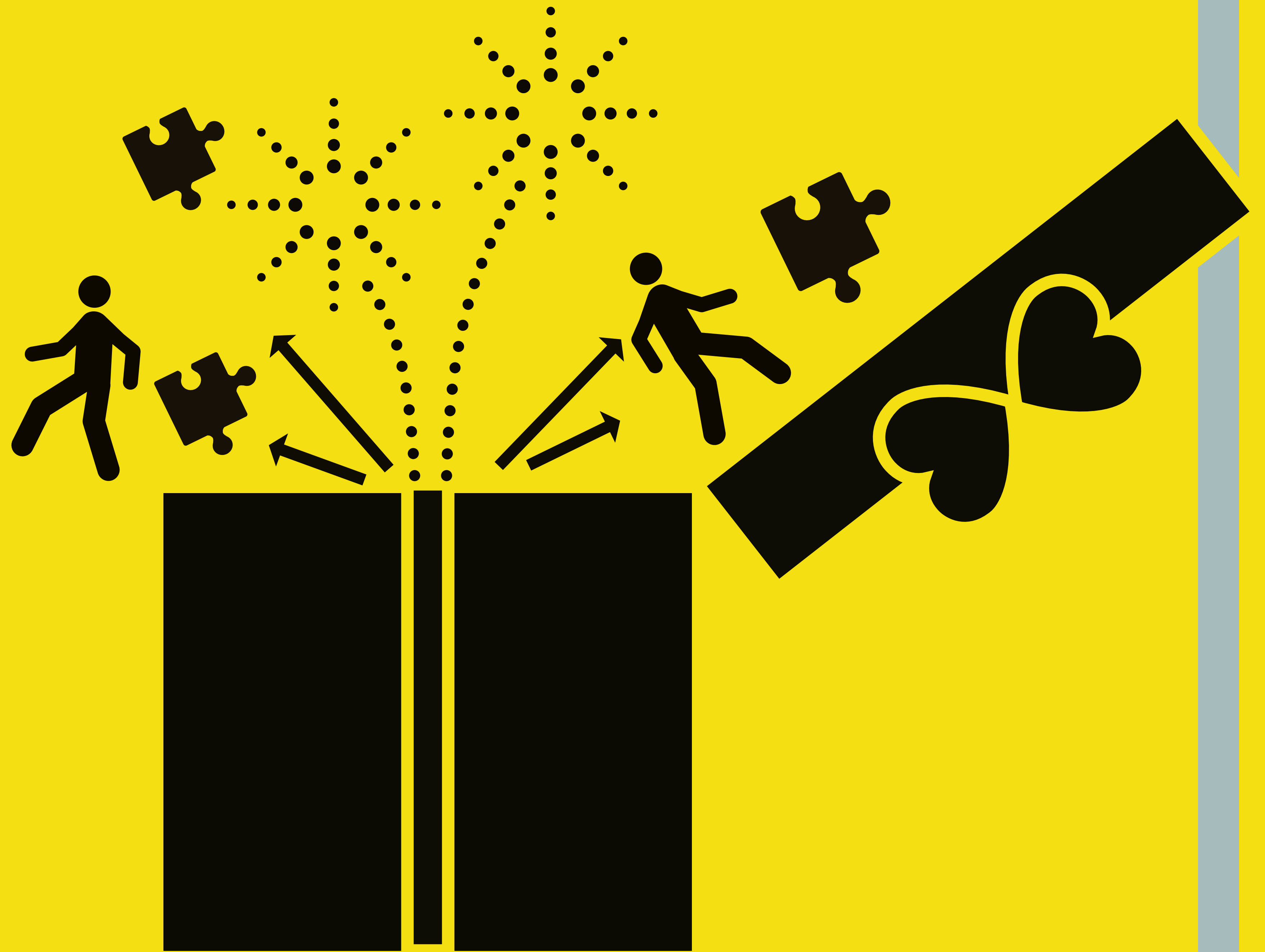
The HYPE  
around it

Communication  
& learning

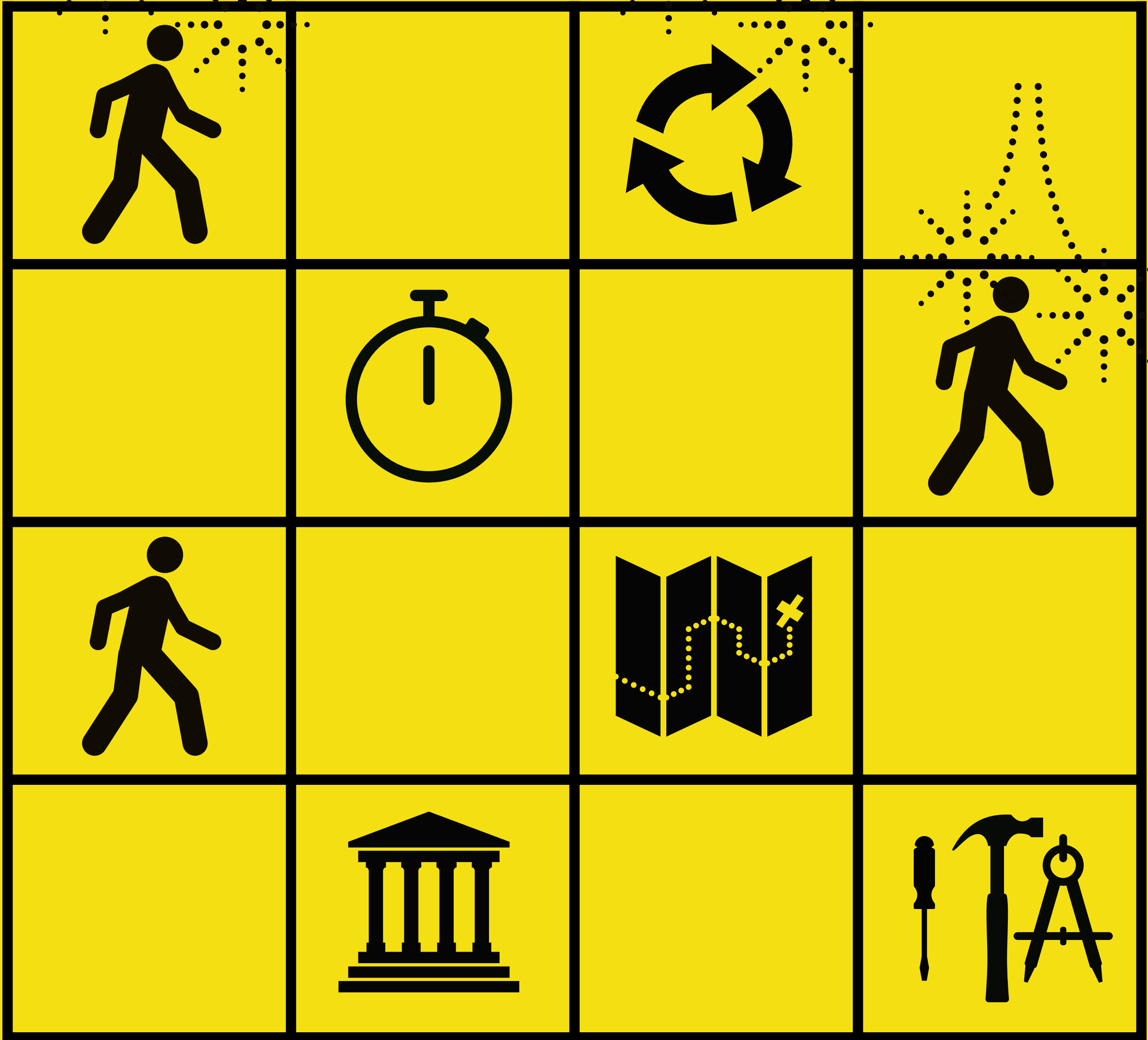
# *The BOX*



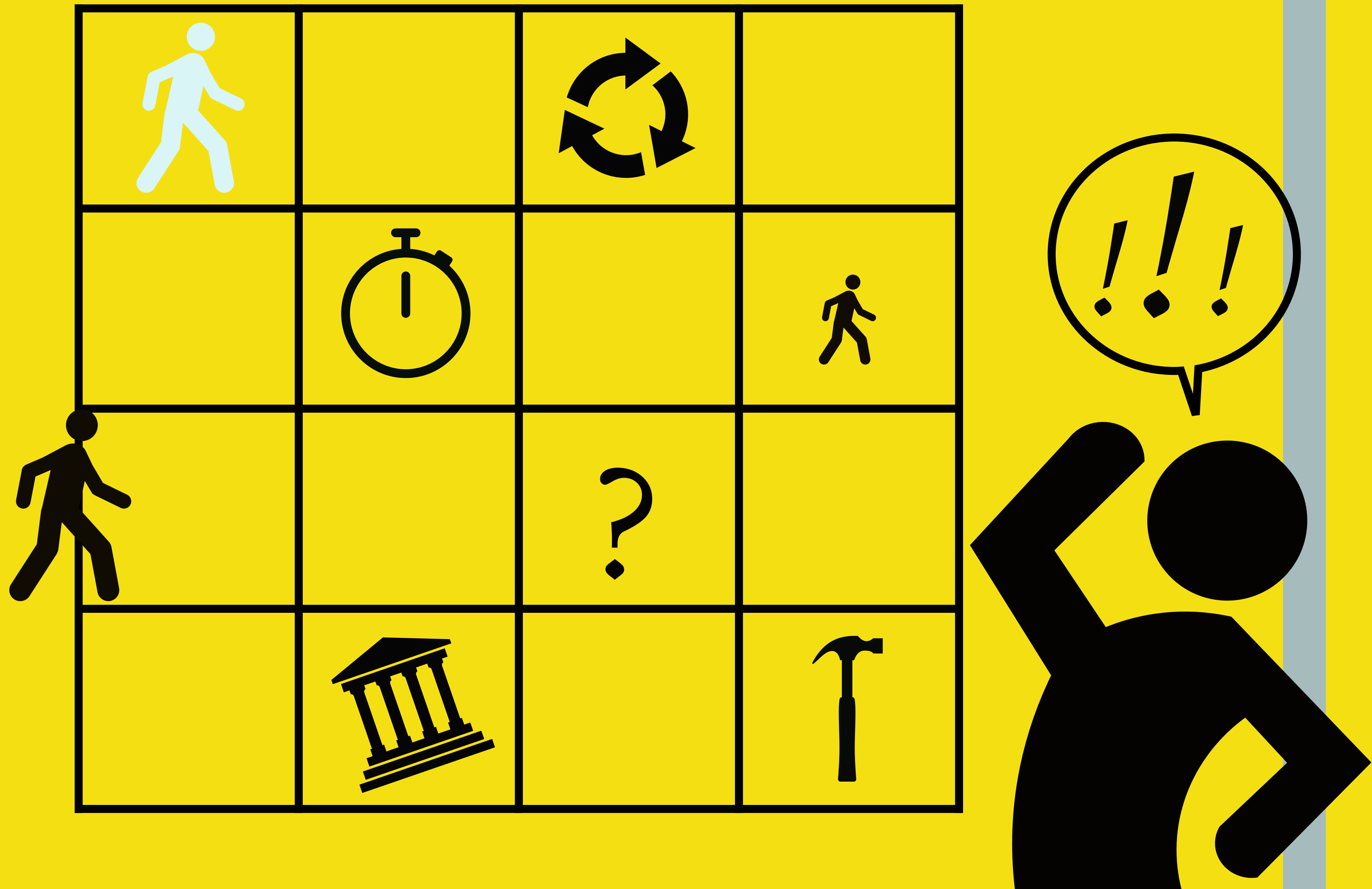
# *The BOX*



# The BOX

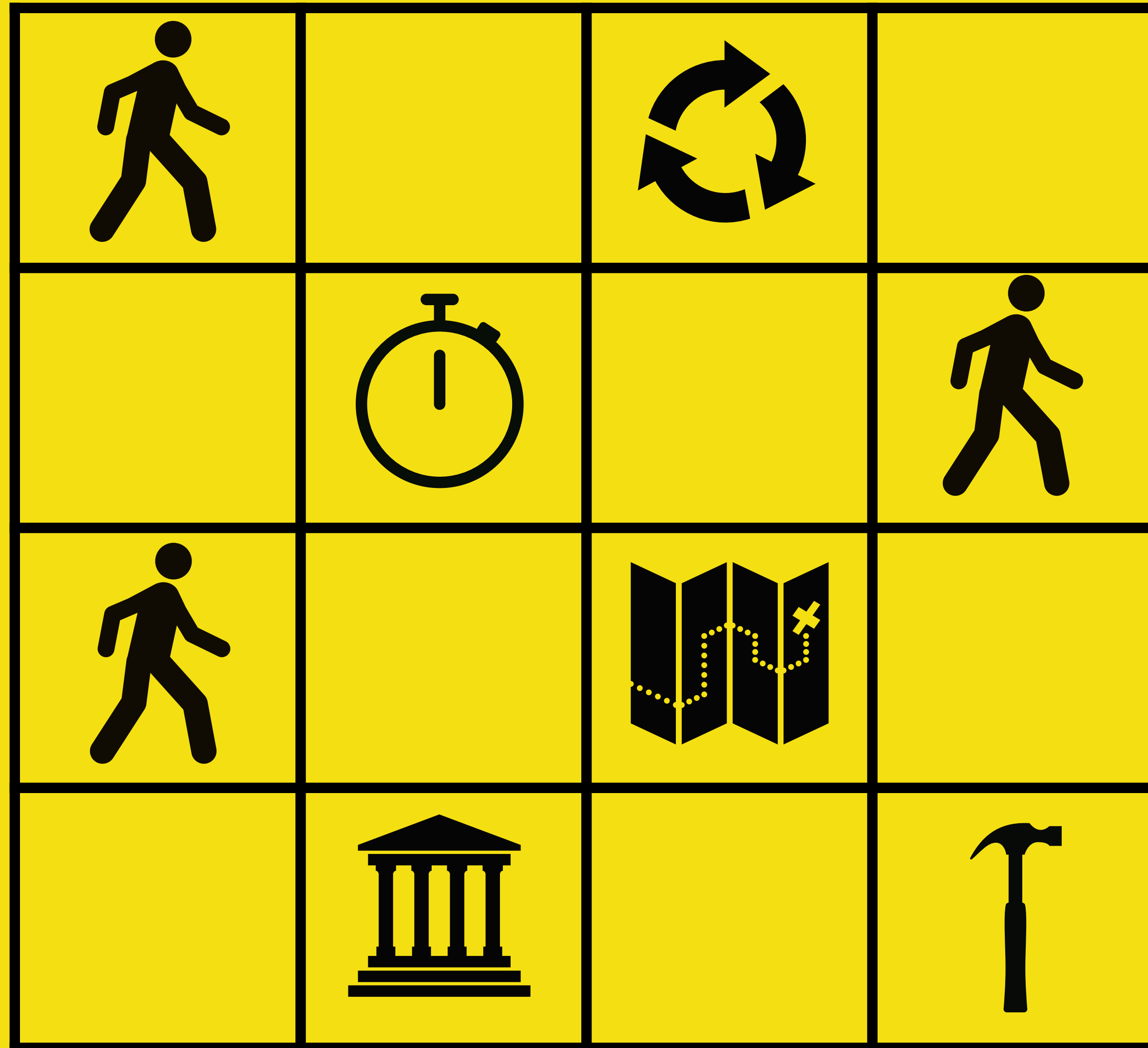


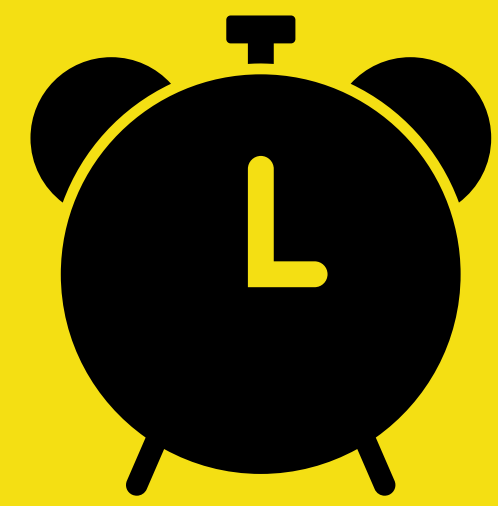
# *The BOX*





# The BOX





**5mins**

*discussion:*

*What is your BOX? ;)*

**the prod company story**

# the prod company story



# the prod company story

Experiments are successful even if they fail

Early ownership transfer

“Stickiness” not relying on individuals

Patience in waiting for the “right thing”

Know what you want to achieve

Quick adoption

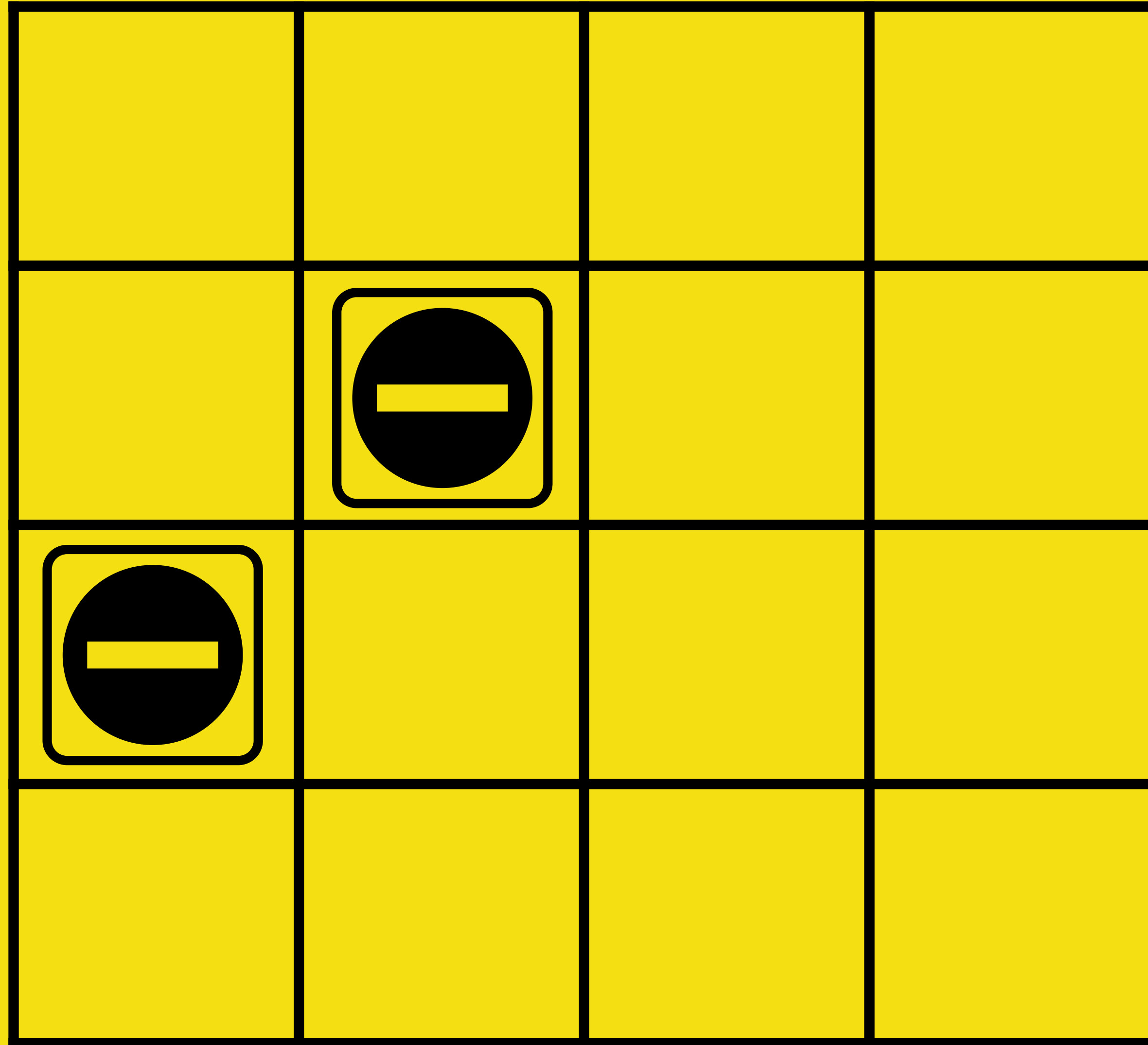
Engagement is crucial

Solutions are for the team not for the coach

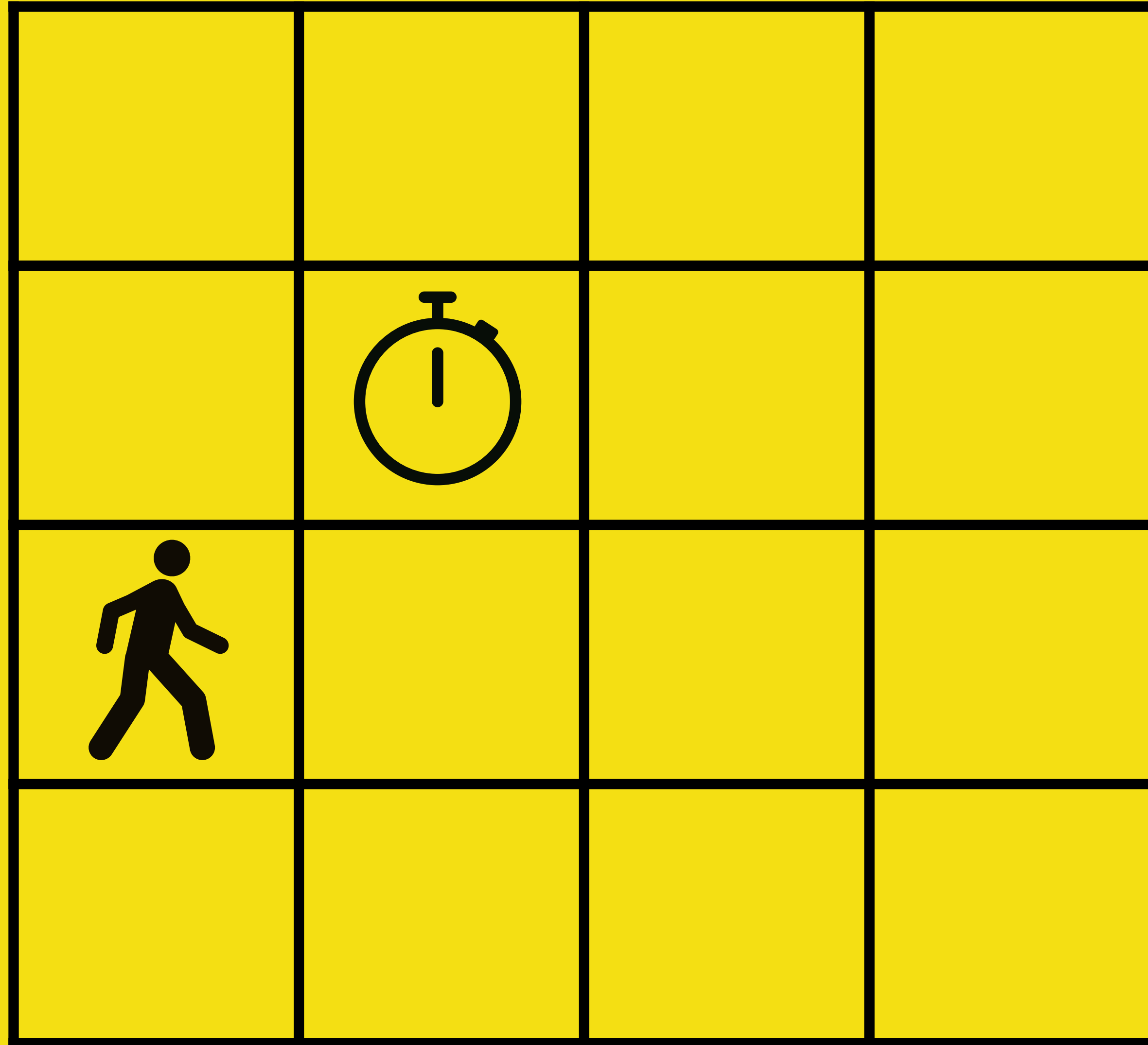
Resolving itching issues fast

*The*  
*MOMENT*


*The*  
*MOMENT*

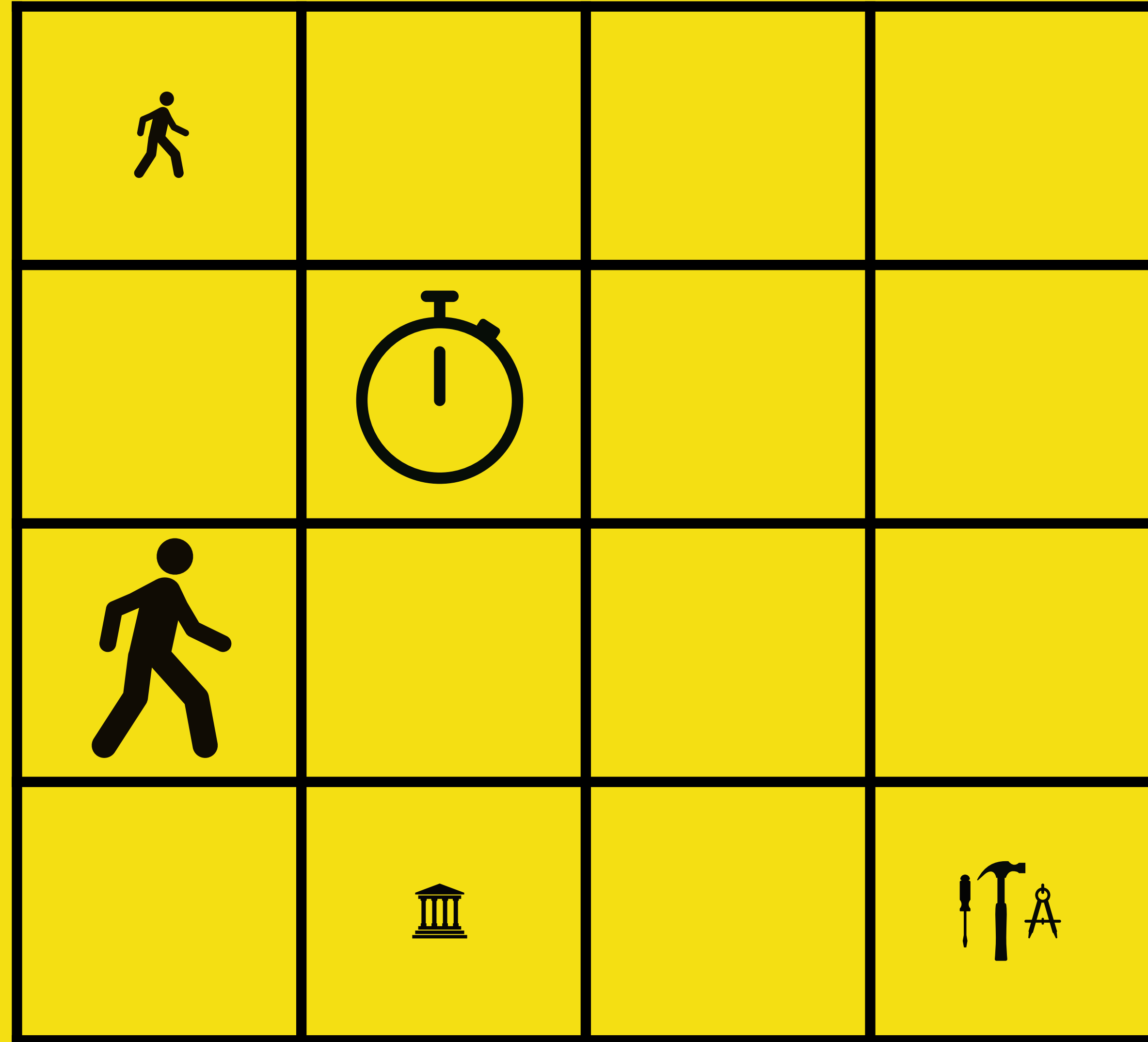


*The*  
*MOMENT*

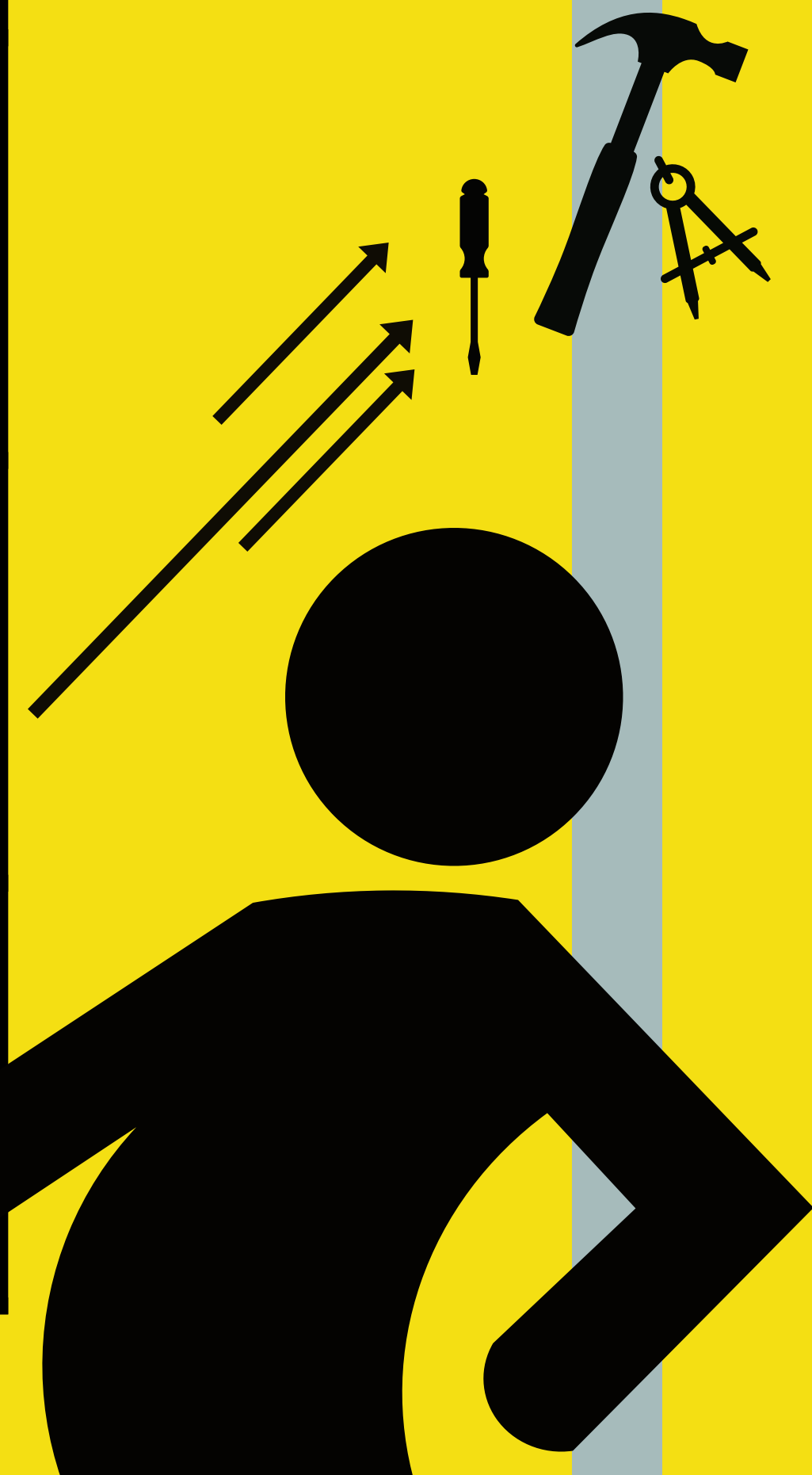
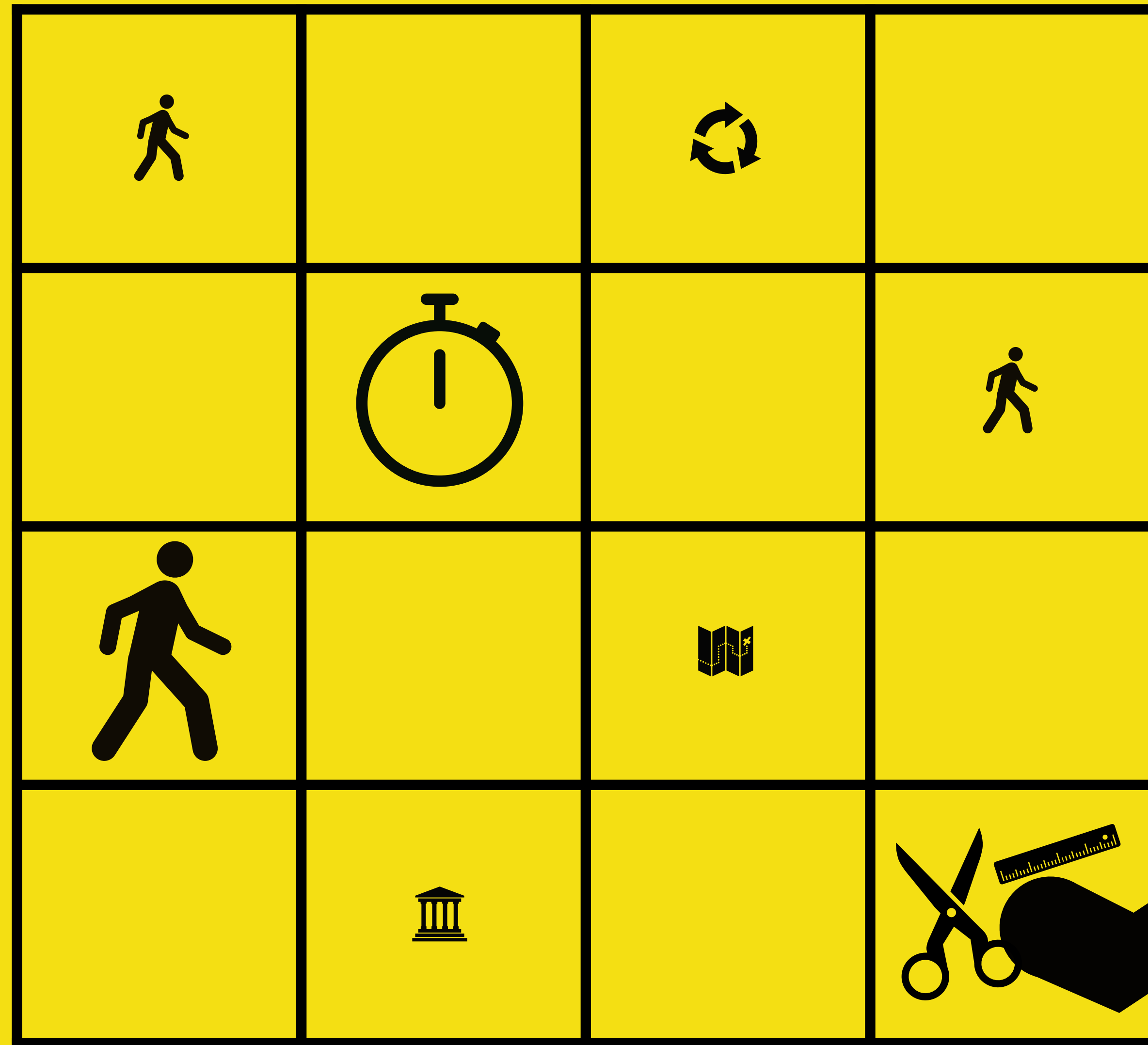




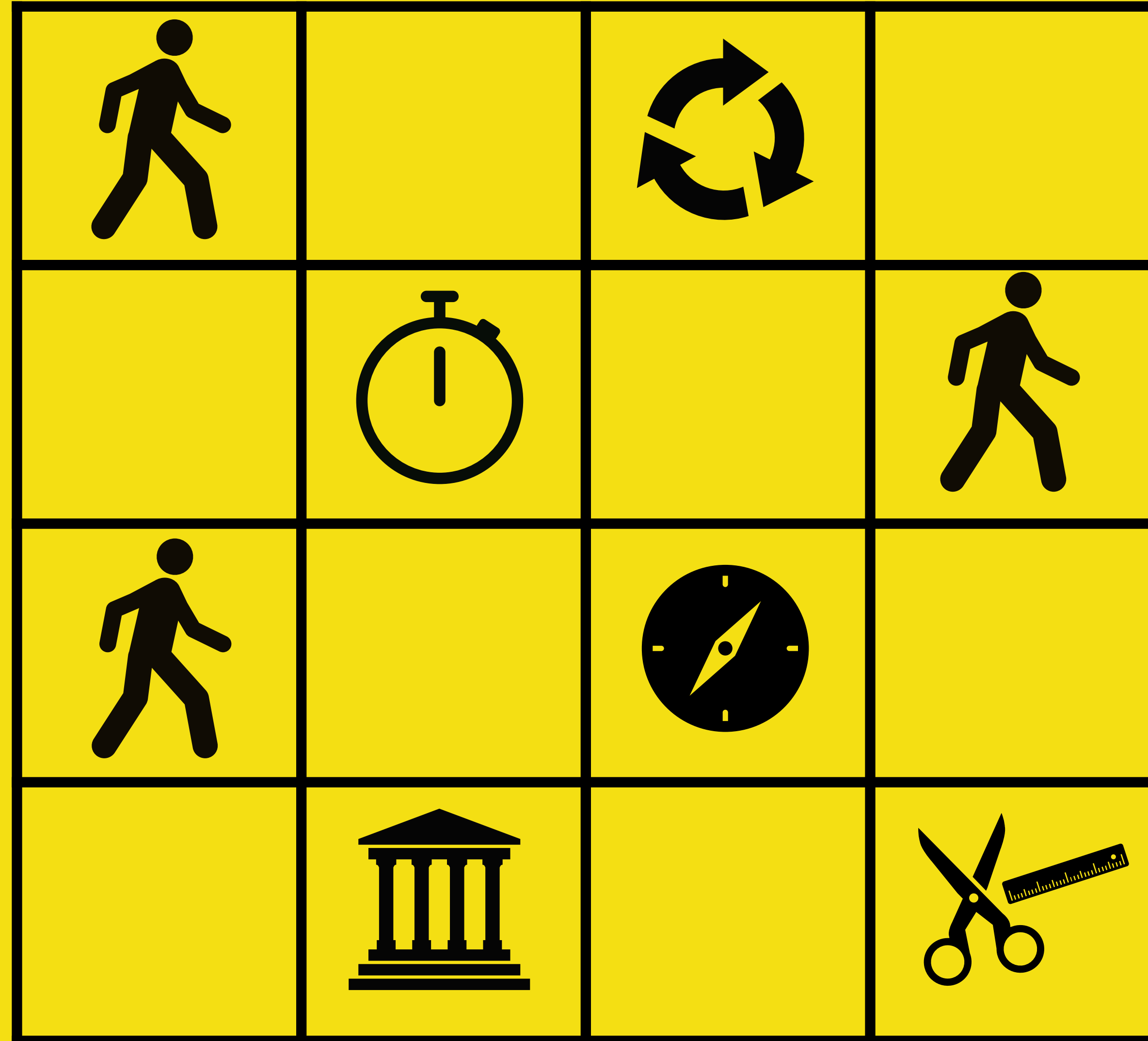
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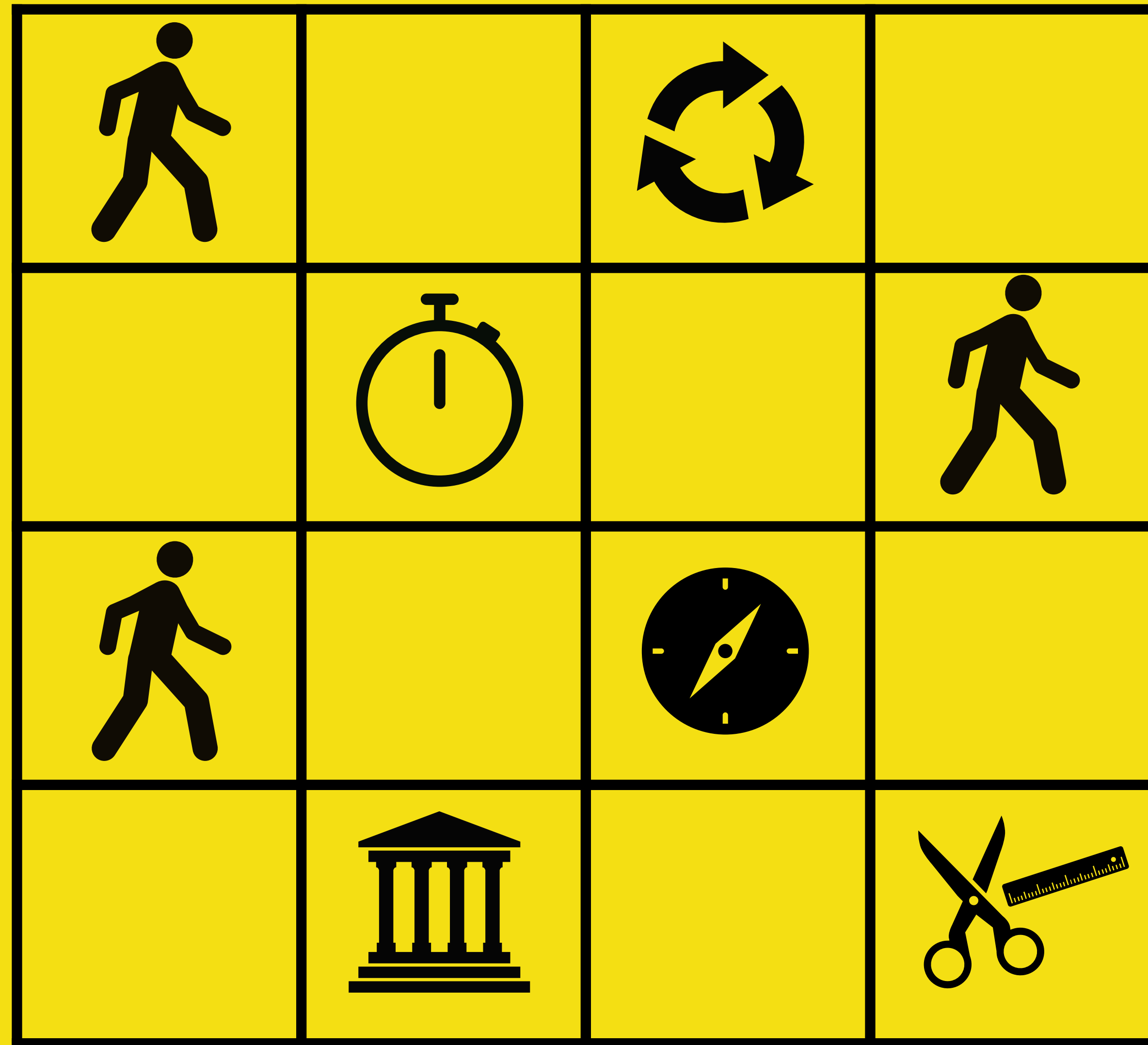
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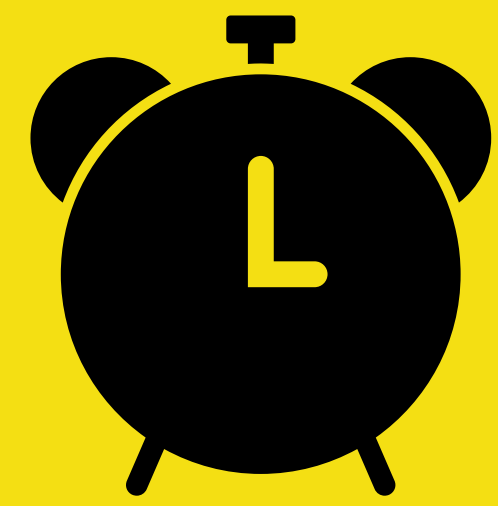


# *The MOMENT*



# *The MOMENT*



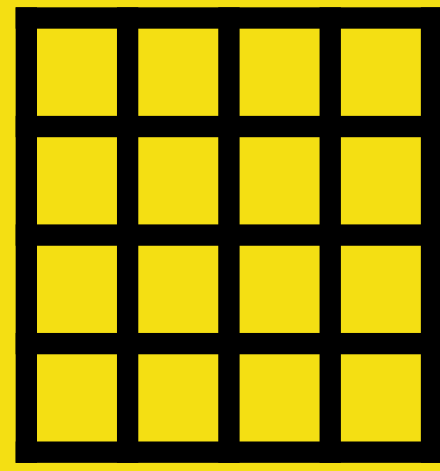


5mins

*discussion:*

*What kind of change  
could fail if the **MOMENT**  
is not right?*

*What is the “right moment”?*



**existing  
frame(work)**



**real  
issue(s)**



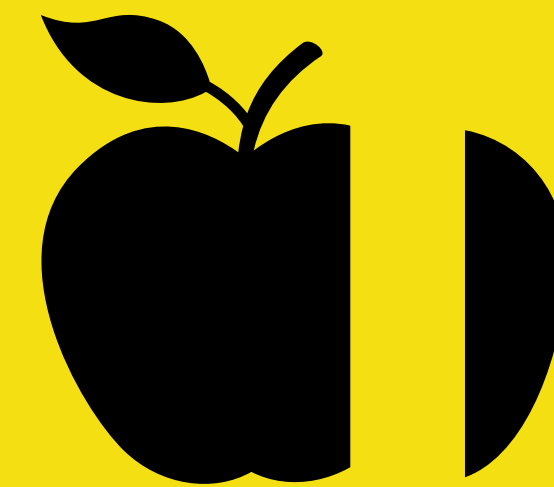
**discomfort /  
frustration**



**space for  
experiment**



**engagement**



**sliceable  
things**

*How to do it?*



- 1** look for “frames” / boundaries
- 2** spot areas of discomfort
- 3** ask for ideas / suggest
- 4** run experiment(s)
- 5** retro the results
- 6** get a “go” or try sth else

*Thank you!*