

## For Distributors - Make HSI Guidelines Central to your Change Management Process

You're already a HSI Member, which means you follow HSI Best Practices and Guidelines and have distinguished yourself within the NAHAD community and among your Distributor peers. But you want to distinguish yourself further from your competitors. Which means to do it right, you're going to implement Change Management which, if done correctly, should touch every area within your organization. Change management is not for the faint-at-heart.

Once the commitment is in place, putting the right team in place and developing a comprehensive plan is the next step. Whether your intention is to make small, gradual, incremental changes or more transformative changes on a larger scale, there are five critical steps of change management that, if followed, will lead to success:

1. **Prepare the organization for change.** Your employees must be prepared both logistically and culturally for any change to occur.
2. **Craft a Vision and a Plan for change.** What will change look like?
  - Define your strategic goals
  - Develop your key performance indicators
  - Ensure stakeholder involvement
  - Identify what will fall into the project scope
  - Create benchmarks for future measurement
3. **Implement changes.** Be sure to touch every area within your organization and follow the steps you outlined in your plan.
  - Company structure
  - Update or change to systems
  - Adjustments and changes to process
  - Employee behavior, training, performance expectations
  - Empowering employees to take the necessary steps to achieve your goals
4. **Reinforce the changes.** Have systems in place to ensure there is no reversion to prior practices or complacency and comfort with the status-quo. Create, encourage and support an entrepreneurial culture.
5. **Review and analyze results.** Consistently measure your new outcomes with the stated and anticipated results of your goals. Leverage success for future change. An remember that numbers tell the truth - constantly monitor and measure the change in your ROI: (positive) changes in our customer interactions, employee retention, reduced material waste, fewer accidents, greater customer satisfaction.

Your plan should incorporate HSI Industry Best Practices and Guidelines to ensure safe, high quality, reliable products for your customers. Doing so will give your company a **key competitive differentiator**. View the HSI Best Practices & Guidelines presentation to ensure you're touching all aspects of the sales and fabrication process.