



## **Introducing Change with a 'BOOM'**

With change being the norm in modern business, it is often expected that people will just accept it and adapt well. The SARAH model is well known, which describes how people react to change, and so help businesses (and managers) to manage it effectively.

The effect of (and resistance to) change can be minimised however if it is introduced well. This model, easily remembered by the acronym 'BOOM', has been devised by Sheridan Webb to provide a framework for managers to introduce change effectively to their teams.

<b>Business Case</b>	Outline the business requirement for change. Be as open and specific as possible. Treat the team as intelligent, rational beings. Stick to the facts and be objective. Avoid giving opinions or feelings will allow challenges to be made.
<b>Options</b>	Share the options that were considered, and the implications of these. Explaining the process that has been gone through helps people to see that decisions have been properly thought through, and what has influenced the outcome.
<b>Outcome</b>	Explain the decision that was made and why. Even if people do not like the decision, they are more likely to accept it if they understand the process that was gone through, and the underlying reasons for that choice. Outline what will happen next, and where more information can be found/who they can talk to about the change.
<b>Model</b>	Show people what will make a difference. Make sure that your behaviour supports the decision that has been made, and the changes it brings. Make a conscious effort to recognise those team members who are implementing it. This way, more people will be encouraged to do the same.

If you have any comments, additions or refinements that you would like to share, please contact me directly: [Sheridan@keystonedevlopment.co.uk](mailto:Sheridan@keystonedevlopment.co.uk)