Rising to New Heights through Controversy: Managing Organizational Change

Presenters:
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Agenda

• Background of Presenters
• Purpose
• Learning Outcomes
• Organizational Change Theory
• C.R.E.A.T.E. Strategy
• Group Activities
• Wrap-Up
Background of Presenters

• Lead Presenter –

• Mrs. Latrice E. Eggleston Williams
  – Post Doctoral Studies – Iowa State University (Ames, IA)
  – PhD * Educational Policy Studies * University of Illinois (Urbana-Champaign, IL)
  – MS * Educational Administration and Policy Studies * State University of New York (Albany, NY)
  – BA * English * University of Illinois (Urbana-Champaign, IL)
  – 20+ years in Higher Education
  – Student Support Services, Admissions, Director of Operations, Coordinator, Tenure Track Faculty, Administrator
  – Civic Leader – NAACP, Urban League, AKA, Links, Inc., TrinityUCC
  – Professional Affiliations – AERA, ASHE, AACC, CSCC, NASPA
  – Hobbies – Shopping, Travel, Reading
Background of Presenters

• Co- Presenter

• Mrs. Sabrina A. Land
  – MS * Integrated Marketing Communications * Roosevelt University
  – BS * Speech Communications* University of Minnesota, Morris
  – Director of Integrated Marketing at Chicago State University
  – Award-winning marketer and brand strategist
  – 15 years of experience across multiple industries
  – Area of expertise: Branding and segmentation
  – Civic Leader: Links Inc., Board Member
  – Professional Affiliations: AMA and DMA
  – Hobbies: Movies, Travel and Food
Background of Presenters

• Co-Presenter

• Mrs. Angela Henderson
  – PhD * Nursing * University of Illinois (Chicago, IL)
  – MBA * Marketing & Finance * University of Illinois (Chicago, IL)
  – MS * Nursing * University of Illinois (Chicago, IL)
  – BS * Nursing * Loyola University (Chicago, IL)
  – Provost & Senior Vice President at Chicago State University
  – 25+ years of experience in corporate and higher education sector
  – Black Diversity MBA Top Executive Under ‘50’ Award
  – Civic Leader – DST, Hales Franciscan HS Board Member, YWCA of Metro Chicago Board Member
  – Hobbies – Travel and Antiquing
Purpose

• Encourage and share personal experiences
• Get tools to obtain promotion
• Manage organization climate change
• Expand network to like minded professionals
• Empower to reach personal goals
Learning Outcomes

• Provide strategies to C.R.E.A.T.E. new opportunities and new spaces
• Understand organizational change theory to combat pitfalls through practical application strategies
• Learn from lived experiences
• Engage in exercises to strengthen and motivate
Organizational Change Theory

• **Organizational Change (OC)** is both the process in which an organization changes its structure, strategies, operational methods, technologies, or organizational culture to affect change within the organization and the effects of these changes on the organization.

• OC can be continuous or occur for distinct periods of time.
Organizational Change Theory

• “Organizations change all the time, each and every day”. (Burke, 2014)

• Kurt Lewin (1942) – Field Theory, Group Dynamics, Action Research – Model of Change
Organizational Change Theory

Lewin’s Change Model (3 Stages)

• Unfreeze
  ✓ Garner support, create need, manage doubt
  ✓ Communicate often

• Change
  ✓ Note the benefits, communicate often, dispel rumors

• Refreeze
  ✓ Set as part of organization culture, support training and celebrate success
C.R.E.A.T.E. Strategy

• Champion Cause
• Remain Resourceful
• Engage in Activities
• Authenticate Role
• Teach Others
• Elevate Your Game
CHAMPION CAUSE – C.R.E.A.T.E. Strategy

• Be your strongest advocate
• Show and demonstrate your skills and abilities
• Educate others about the issue
• Build a network of allies
REMMAIN RESSOURCENFUL – C.R.E.A.T.E. Strategy

• Keep strong relationships across the organization
• Build and use relationships in your field
• Research resources that are “free” or available for a nominal fee
• Use resources in professional memberships
ENGAGE IN ACTIVITIES – C.R.E.A.T.E. Strategy

• Join your professional organization
• Participate in conferences that provide professional development
• Collaborate with peers on projects
• Be adventurous – go outside the box
• Volunteer to learn new skills and network
AUTHENTICATE ROLE – C.R.E.A.T.E. Strategy

- Be honest and assertive
- Be yourself – Be genuine
- Remind others of your expertise
- Demonstrate your value and worth
• Practice the Golden Rule
• Be the leaders you are meant to be
• Scaffold or model for others
• Don’t be afraid to learn from others
ELEVATE YOUR GAME – C.R.E.A.T.E. Strategy

• Do more than 100%
• Take the initiative to get the job done
• Do everything in excellance
• Always put your best foot forward
Group Activity One – VISON BOARD

- Please take a scrapbook page – it serves as the base of your professional vision board
- Take 1-2 magazines and cut-out 4-6 pictures that displays your vision in the next 2-5 years
- Share your vision board with the group
Group Activity Two – SCENARIO ROLE-PLAY

• You will be placed in 5 groups (4-5 people)
• Each group will review a scenario below:
  1. No Voice
  2. New Boss
  3. No Promotion
  4. Perceptions vs. Reality
  5. Age Ain’t Nothing But a Number

• Groups will discuss scenario and respond identifying the C.R.E.A.T.E. strategies that could be used
Wrap-Up - Question & Answers
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