

# CHANGE PROGRAMS 2022



**CHANGE  
MANAGEMENT IS THE  
APPLICATION OF A  
STRUCTURED  
PROCESS AND SET  
OF TOOLS FOR  
LEADING THE  
PEOPLE SIDE OF  
CHANGE, TO  
ACHIEVE A DESIRED  
OUTCOME.**

**PRACTICE CAPITAL,**  
*Specialists in Professional  
Practice Sustainability*

Many businesses miss the opportunity in bringing their culture with them as they implement sustainable practices and embed sustainability leadership. Sustainability leadership is not a new, green brand of leadership. It is simply a leadership approach that embraces all the significant data, including business metrics, industry stats, economic indicators and social and environmental trends, to drive positive change throughout the business.

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## HOW DO WE EMBED SUSTAINABILITY LEADERSHIP?

1. Embedding sustainability leadership is a paradigm shift in business culture - or at least it can be. It starts at the top, as leaders commit to sustainable practices. We work with business leaders to strategise awareness and commitment.
2. We review your staff values and awareness levels through a survey at start, mid-point and end of program.



Change Program includes:

- surveying staff values and awareness
- training (max 16 staff per session)
- development of a steering committee
- use of ADKAR Framework
- Report.

(~conducted over 1-2 month period)

Practice Capital is a business sustainability management and sustainable marketing agency -  
*'We show businesses how to become more profitable by becoming more sustainable.'*



Practice Capital

**A**

**Awareness** - Of the need for change

**D**

**Desire** - To participate and support the change

**K**

**Knowledge** - On how to change

**A**

**Ability** - To implement desired skills & behaviors

**R**

**Reinforcement** - To sustain the change

3. We then train for gaps, and encourage commitment through input and use of the ADKAR model throughout the training program.
4. We develop a steering committee that can interact with staff and seek out new ideas and input, which can foster staff engagement.
5. These measures can in turn promote productivity (as staff buy-in to the sustainability leadership agenda and rally behind the greatest cause of our generation - sustainability) and innovation (as staff act as 'the eyes' of your organisation, bringing to your attention novel, more efficient methods and practices).
6. The outcome is that you are more likely to develop your staff collegiate towards a positive, high-performing culture, alongside implementing your sustainability practices.

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