

# Change Management: Including Staff & Faculty

When implementing CBE, you may have all the right technology and all of the best people. But, if you don't have a change management plan, you are flying blind.

The best place to begin in an educational organization is the staff and faculty. Why? Because they, like you, are used to working within well-established systems that limit out-of-the-box thinking and make change very uncomfortable.

Consider, for example, systems like the 100-year-old Carnegie unit, the Flexner model for medical education, and the 200-year-old Victorian classroom. What do they all have in common? They grew organically. And at the time they emerged, they were innovative, enabling great progress in education.

But you would never try to run a 21st century classroom the way a Victorian classroom was run, would you?

Of course not. But in a few years, without the right resources, your teachers and administrators may feel like they're running a 19th century school.

That's because once these organic, well-run systems are established, they only become stronger and more rigid with time. Much like trees: They do not bend, and naturally block out new growth. We can shake them to get rid of the dead wood, but in order to facilitate a stronger, healthier next generation, we must be willing to uproot that which no longer enables long-term success.

And we must convince all of the people around us to do the same. Starting with your staff, faculty, and leadership.

That's no simple task—but it is exponentially easier and more successful with effective change management.

“ The most important thing to remember when working with people is that we all have to feel connected, want to do it, find the value in using it. If employees are not invested in the change or feel personally connected to it, it's difficult to get any implementation off the ground. ”

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