

A close-up photograph of a person's hands holding a small potted plant. The plant has a single bright yellow flower with a dark center and green, feathery leaves. The soil is dark and rich. The background is blurred, showing other people and more yellow flowers. The text 'THE Z METHOD' is overlaid in the top right corner, underlined.

THE Z METHOD

**A CHANGE  
ORIENTATION**

## CHANGE CAN BE FAST AND SUSTAINABLE

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How often do change projects result in a real and sustainable improvement in performance? Not often enough! Instead, poor implementation regularly causes unnecessary disruption and disturbance to people. Resources are wasted, benefits are not realised and people are left demotivated and cynical. Sound familiar?

If your change approach is failing, inflexible or just old and tired, re-energise your approach with The Method.

The Method, built on our Z Model for behaviour change:

- ✓ Is a highly practical guide for leaders, transformation teams and change agents.
- ✓ Helps leaders visualise and identify what people need at different stages of the improvement journey.
- ✓ Offers leaders an energy efficient approach to defining, designing and dynamically delivery improvements.
- ✓ Promotes a balance of emergence and structure that avoids planning details too far ahead, which wastes precious energy.
- ✓ Strongly differs from conventional change approaches, in that it is built from behaviour change research, not derived from the “*Grief Curve*”.

### THE SCIENCE BIT

The Z Model is built from the Trans Theoretical Model research for behaviour change by Prochaska, Diclemente et al, as well as Cognitive Behavioural Therapy practice. These have been blended with rich practice in organisational change techniques to create our Behaviour Centred Business Improvement Method.



## AN ORIENTATION PROCESS

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We have developed a fun and interactive case study called Calendula. This session fits particularly well as part of a one or two day exploratory, or strategy session, for a new change. It also works well as a half or one day component for a general management conference where implementing change is a key topic.

The Calendula case is based on a garden centre business change. Importantly, this ensures everyone can broadly understand the content, without knowing so much they become immersed in the detail.

Developed for groups ranging from 5 to 50, Calendula allows participants to explore The Z Model for behaviour change, learning key concepts and becoming familiar with a common language and process for navigating an improvement journey.

Over the session, each table group uses our diagnostic kit to guide Calendula employees through the journey, managing both their responses and the cost of the implementation. Topics covered include:

- Setting a vision,
- Agreeing solution components,
- Communicating to employees,
- Mapping benefits,
- Identifying enablers and
- Planning interventions to embed the change.

The principles learned can readily be applied to change planning for any business improvement that the group are involved with.

Talk to us about how we can help you to ensure your improvements efforts lead to sustainable changes in behaviour and business results.

Call us on [01292 880240](tel:01292880240)

Email us on [enquiries@ezoz.co.uk](mailto:enquiries@ezoz.co.uk)