**What are some of the potential changes facing the Brown family farm?**

1. **Define the Need for Change: A Sense of Urgency is required**

Change comes about because there is some underlying crisis or immediate need: customers are unhappy, costs are rising, budgets are cut, competitors have the advantage and so on.

1. **How would you create a sense of urgency for the Brown family to consider how to address some of these potential changes facing the farm?**
2. **Start with the End in Mind:**

**What is the strategic vision for the Brown family farm and how do they need to change in order to achieve this vision?**

1. ***Build a Guiding Coalition: Don’t Go it alone!***

Creating a sense of urgency helps to bring the [right people together](http://www.leadershipthoughts.com/5-steps-forming-a-team/). And getting the right people in place is about getting the right team, commitment and trust to do the job.

Moreover, it’s about confronting issues that are traditionally avoided. It means emotionally honest and open behavior, speaking the unspeakable, connecting to the feelings of others, and doing so without fear of reprisal. For instance, what can you do if someone doesn’t even admit that a problem exists? Individual’s natural change style will also impact the discussion about change.

**What might the Brown Family encounter when facing this change?**

**How do our change styles affect our ability to discuss change, embrace it or resist it?**

1. **Plan the Conversation**

|  |  |
| --- | --- |
| Start with Heart: | Master your Story: What do you need to release? |
| * What do you want? | * Villain |
| * What do you want from them? | * Victim |
| * What do you want for the relationship? | * Helpless |
| * What do you want for the organization? |  |