

Navigating Change

WTAMU Band Camp-2024

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Navigating Change in Your Band Program

- **Importance of Adapting to Change**
 - **Understanding Change**
 - **Creating a New Culture**
 - **Preparing Yourself and Stakeholders**
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Understanding Change

- **Definition:** Organizational change involves any alteration in a group's structure or practices.
 - **Types of Change:**
 - **Structural Change:** Division of student base into two separate bands.
 - **Cultural Change:** Development of new traditions and practices for the new school's band while maintaining or tweaking/changing current school's traditions and practices.
 - **Common Reactions:**
 - **Resistance:** Fear of losing traditions or friends. Fear of change in your role as director—new responsibilities, greater workload etc.
 - **Acceptance:** Gradual adjustment and readiness to embrace new opportunities.
 - **Enthusiasm:** Positive outlook and proactive participation.
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The Change Curve

- **Stages:**
 - **Shock/Denial:** Refusal to acknowledge the change.
 - **Fear/Anger:** Frustration or resistance towards the change.
 - **Depression:** Realization of the change's impact.
 - **Acceptance/Commitment:** Coming to terms with and embracing the change.
 - **Recognition:** Tips to identify where individuals are on the curve.
 - **Strategies:** Approaches to help individuals progress through the stages.
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Creating a New Culture

- **Importance:** Culture influences how change is perceived and implemented.
 - **Steps:**
 - **Define the Desired Culture:** Articulate the values, traditions, and practices that align with the new direction.
 - **Align the Leadership Team:** Ensure band directors and section leaders are unified in vision and approach.
 - **Communicate the Vision:** Clearly and consistently share the new cultural vision with all band members, parents/boosters, administration.
 - **Embed the New Culture:** Integrate cultural changes into rehearsals, daily activities, communication, branding, performances, and band activities.
 - **Monitor and Reinforce:** Regularly assess cultural adherence and provide feedback and reinforcement. Tweak as needed.
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Leadership's Role in Change

- **Model Desired Behaviors:** Band leaders should exemplify the changes they wish to see.
 - **Transparent Communication:** Openly share information about the change, including challenges and progress.
 - **Building Trust:** Foster a trusting environment by being approachable and supportive.
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Preparing Yourself for Change

- **Self-Assessment:** Evaluate your own feelings and readiness for change.
 - **Resilience and Adaptability:** Develop skills to adapt to new situations and recover from setbacks.
 - **Continuous Learning:** Stay informed and seek opportunities to grow musically and personally.
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Preparing Stakeholders for Change

- **Identifying Stakeholders:** Determine who will be affected by the change (students, parents, staff) and their level of influence.
- **Communication Strategies:**
 - **Tailoring Messages:** Customize communication to address specific concerns of different groups.

- **Multiple Channels:** Use various methods (meetings, emails, social media) to ensure message reach.
 - **Involvement:** Engage stakeholders in planning and decision-making processes to increase buy-in.
 - Clear Purpose
 - Clear and thought out plan
 - Everyone has a part to play
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Overcoming Resistance

- **Common Reasons:** Fear of losing traditions, friendships, or position within the band.
 - **Strategies:**
 - **Active Listening:** Understand concerns and show empathy.
 - **Support and Resources:** Provide necessary support and resources to ease the transition.
 - **Involvement:** Include students and parents in discussions and decisions to increase ownership.
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Tools and Resources

- **Change Management Models/Strategies:**
 - **ADKAR:** Awareness, Desire, Knowledge, Ability, Reinforcement.
 - **Kotter's 8-Step Process:** Creating urgency, forming a powerful coalition, etc.
 - **The 4C's of Change Management:** Clarity, Communication, Commitment, and Consistency
- **Recommended Readings:**
 - Managing Transitions: Making the most of Change by William and Susan Bridges

 - "Leading Change" by John Kotter
 - "Switch: How to Change Things When Change Is Hard" by Chip Heath and Dan Heath
- **Support Networks:**
 - Local and national band associations
 - Online forums and other directors/programs who have been there