

## CHANGE MANAGEMENT: ANCHOR CHAIN™ MODEL

### Why Change Management is required?

- Studies estimate that up to 80% of successful project implementation is directly related to people related soft issues.
- On average, about 20% of the time and effort is spent on developing a plan to address these issues.
- The plans that are developed are often not informed by understanding of human behaviour, and are insufficient and ineffective in addressing resistance.

*(Harvard, McKinsey, Oxford Leadership Journal)*

### When do Change Interventions fail?

- When there is a lack of a compelling case
- Failing to understand what change really is
- Failing to engage with employees
- Ineffective implementation

### What is the Anchor Chain™ Change Management Model?

- A BIOSS-owned and developed Change Management Model
- Developed over a 5-year period by senior change consultants
- The most comprehensive change model available
- Addresses both planned and unplanned change
- Is underpinned by Levels of Work
- Combines elements of neuroscience and change agility
- Simple, practical and easy to use
- Aligns with organisational culture
- Creates organisational infrastructure to support change

### Anchor Chain™ Implementation Process

#### Planned Change Process: ANCHOR

1. Assess
2. Need Creation
3. Communicate
4. Hear
5. Operationalize
6. Reinforce

#### Unplanned Change Process: CHAIN

1. Communicate
2. Hear
3. Assess
4. Intervene
5. New

For more information on the ANCHOR CHAIN™ model contact [info@bioass.com](mailto:info@bioass.com)

## CHANGE MANAGEMENT TRAINING

BSA offers in-house or public courses to accredit practitioners in the Anchor Chain™ methodology.

Additional information can be sourced by contacting the Johannesburg office on +27 (0) 11 450 2434 or emailing [info@bioass.com](mailto:info@bioass.com).

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