

# Team Meetings

Contrast the  
present to the future.



Introduce the future to people like you're drawing out a 'you are here' map. Take people on the journey explaining what the present reality looks like, what's not working and how things need to work to get to the future. Use this worksheet to help you get clear on what you need to say for people to more readily accept change.

This technique will help you more clearly contrast a current problem to the future vision. Using a current change you are introducing, what words can you use to link the present to the future state?

**Current – Make a list of how things are - both good and bad. This can be the customer experience, benefits or problems. It can also be what you have achieved (goals/milestones/outcomes).**

e.g. Our first generation customer app has completely improved our customer experience. It has reduced customers calling our help desk by 43% and reduced paperwork time for them.

**Gap – List the what's not working. Acknowledge missed targets. Sometimes it helps to reverse engineer the process and fill out the future first, then come back to this section and fill out the gaps. What skills, systems or behaviours need improving? What's getting in the way of where you need to go?**

e.g. The app can be slow and cumbersome. It requires customers to find information which takes them time to fill out.



**Future – List the future benefits, what it will look and feel like for clients. What are the drawbacks of not changing or improving?** Provide your employees with a clear description of success, so that they are know the parameters and expectations. Ask yourself: ‘What does good look like?’

e.g. The updated app will pre-populate information that we have, so our customers don’t have to waste unnecessary time. It will be a seamless transaction for them and a positive experience with our brand.

**Summarise contrast between present to future – be descriptive. Choose the most compelling benefits and add more emotionally laden words.** e.g. ‘Through linking this app to a third party supplier, customers will feel relieved at a simplified process that saves them time and hassle’.