

From Resistance to Results: How Leaders Unlock 5x More Change Success

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Art Lashchonau

National Coach, Professional Scrum Trainer – Insight

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Identify **actionable strategies** and **leadership approaches** to improve engagement across teams and experience levels.
- Apply a **practical framework** and tools to drive meaningful cultural change and foster innovation through engagement.

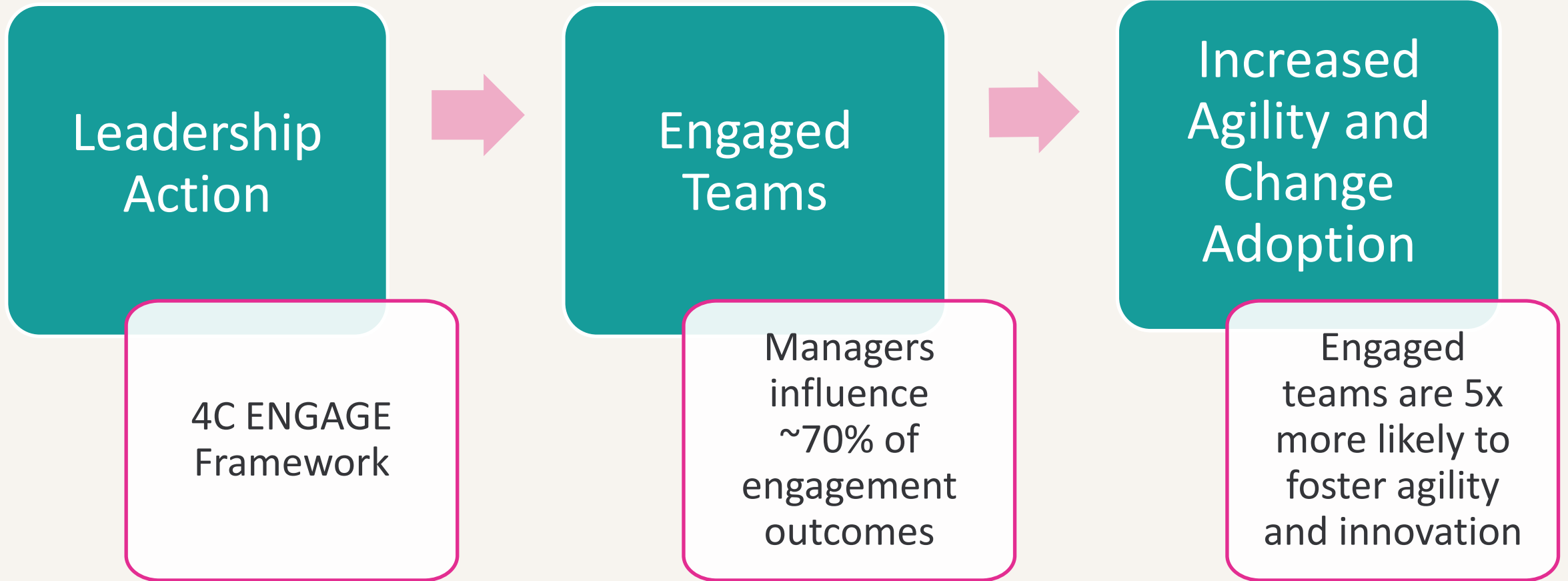
What is Engagement

The extent to which employees feel passionate about their jobs, are committed to the organization, and put discretionary effort into their work

The involvement and enthusiasm of employees in their work and workplace

The emotional and cognitive connection employees have with their organization, which influences their willingness to contribute to organizational success

Starting Point



Leadership
Action

4C ENGAGE
Framework

Engaged
Teams

Managers
influence
~70% of
engagement
outcomes

Increased
Agility and
Change
Adoption

Engaged
teams are 5x
more likely to
foster agility
and innovation

4C ENGAGE Framework



Connect



**Co-Create &
Clarify**



Cultivate



Celebrate



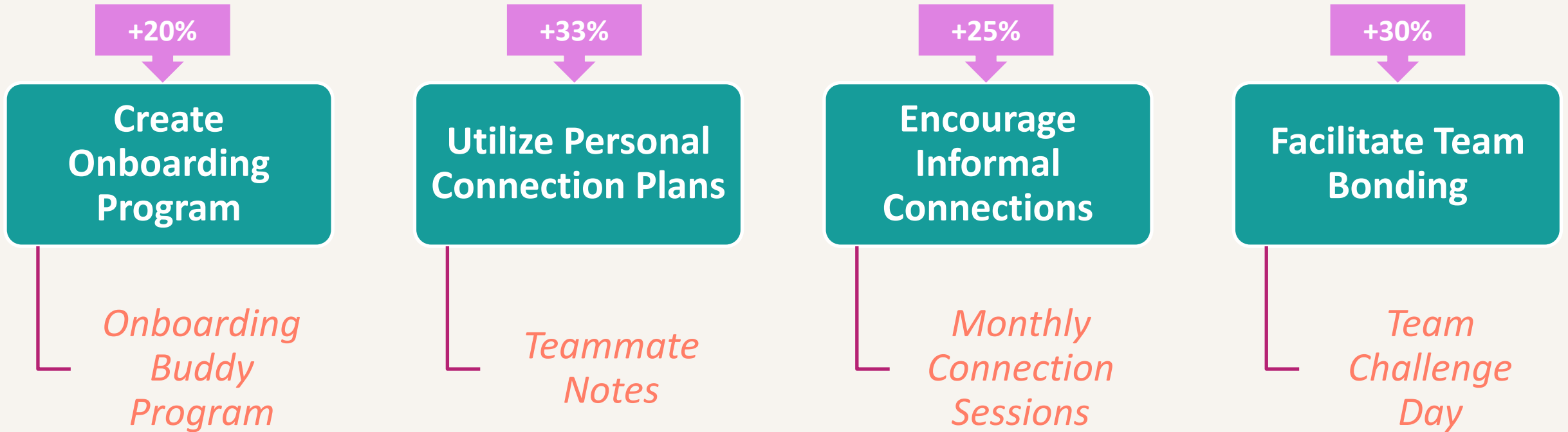
Connect

*Build Relationships
That Matter*

Create a workplace where people feel valued, supported, and part of a cohesive team.



Connect: Leadership Strategies





Example: Buddy Program

CONSULTING OPS - EMPLOYEE EXPERIENCE

CS Buddy Program

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People are the HEART of what we do and connections with others are key to strong and effective teammates, a happier and healthier workplace and improved retention. The Buddy Program is designed to partner new hires for their first 90 days with a dedicated teammate who can provide guidance and support, enhancing the on-boarding experience. This will ultimately improve the experience of every new teammate when starting their career with Insight.



Scenario



Imagine you're back in **one of your recent roles** or your **current one**.

Think of a time when you felt **disconnected**, **unsupported**, or just... **disengaged**.

Maybe you were new and didn't get the context you needed. Maybe no one ever checked in on what motivated you. Maybe the team never truly bonded.

Think of **one specific challenge** that contributed to that disengagement and **write it down**.



Activity

5 mins

Select 1 person. This person will:

- Share the **challenge** that made you feel disengaged (1 min)

The rest of the table acts as their “manager”:

- Brainstorm **1–2 actions** using Connect strategies that could have helped (1 min)

As a group, discuss:

- How might those actions have **changed** the person’s **engagement**? (1 min)



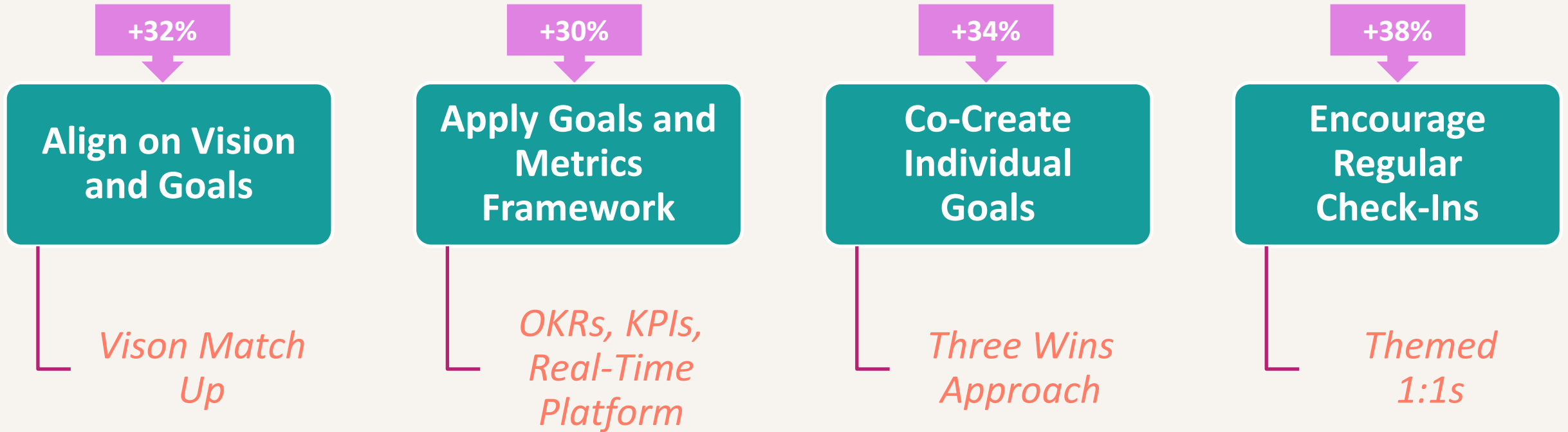
Co-Create & Clarify

*Define Purpose and
Direction*

Co-create and align roles, goals, and expectations to ensure everyone knows their purpose and how they contribute to the organization's vision.



Co-Create & Clarify: Leadership Strategies





Example: Vision Box





Scenario



Imagine you're leading a product team that's developing a **mobile app** designed to **help people fall asleep** more easily.

The app is for **everyday users**, not for people with medical conditions, but for those struggling with **occasional sleeplessness** due to stress, routine disruption, or anxiety.

Your job is **to inspire and align your team**: product designers, developers, marketers, so they're engaged and rowing in the same direction.



Activity

5 mins

Purpose Statement:

- Write one clear sentence that you would share with your team to explain **why this app matters** and what you're all working toward.

Two Goals:

- Define two specific, actionable goals that **support the purpose**. These should guide your team's priorities in the next 3-6 months.

Success Measures:

- Identify 2–3 key indicators that would show the **app is succeeding**.



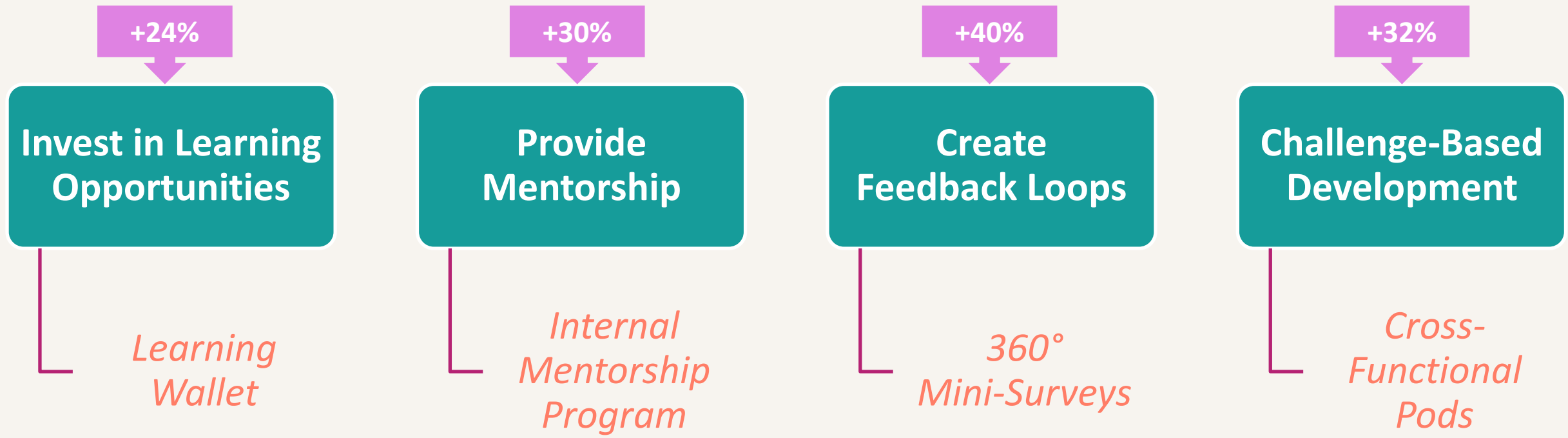
Cultivate

*Empower Growth
and Mastery*

Develop skills, encourage growth, and empower teammates to continuously improve.



Cultivate: Leadership Strategies





Example: Mentoring Program

D&I Mentoring Program (INA)



One hour, per month, for half a year, could change your career.



Scenario



You're **leading a team** that's developing a mobile app to help people fall asleep. In addition to running the team, you also **manage several** individual **team members**.

One of those team members is **Alex**, a **Business Analyst**. Alex has been with the company for about a year and recently moved under your management after a reorg.

You **don't know Alex very well** yet, but you want to make a strong start in building trust and creating a meaningful development path.



Activity

5 mins

Learning Opportunities:

- What is **one topic or skill** Alex might benefit from learning next?

Mentorship or Peer Guidance:

- Who could Alex **learn from** and how might you connect them?

Feedback Loops:

- What is one specific way you'll give Alex consistent, growth-focused **feedback**?

Challenge-Based Development:

- What is one **stretch assignment** that could help Alex grow and stay engaged?



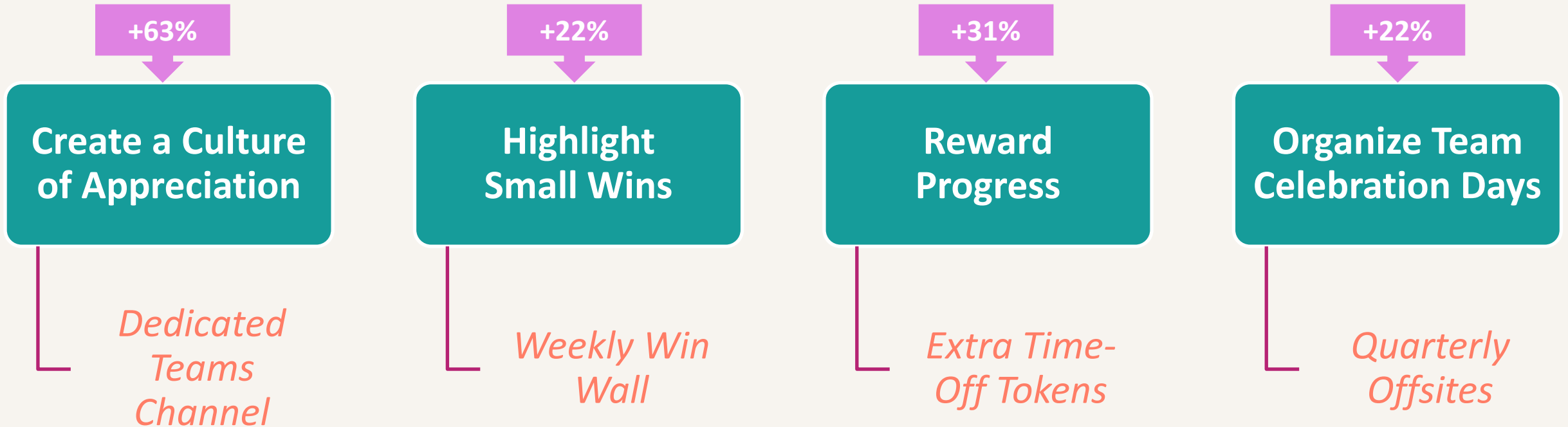
Celebrate

*Recognize
Achievements and
Milestones*

Acknowledge achievements, milestones, and efforts to inspire motivation and recognition.

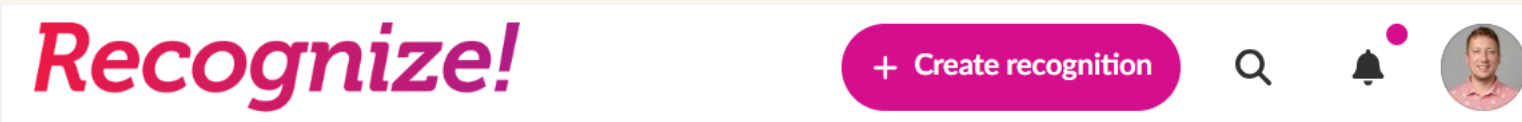
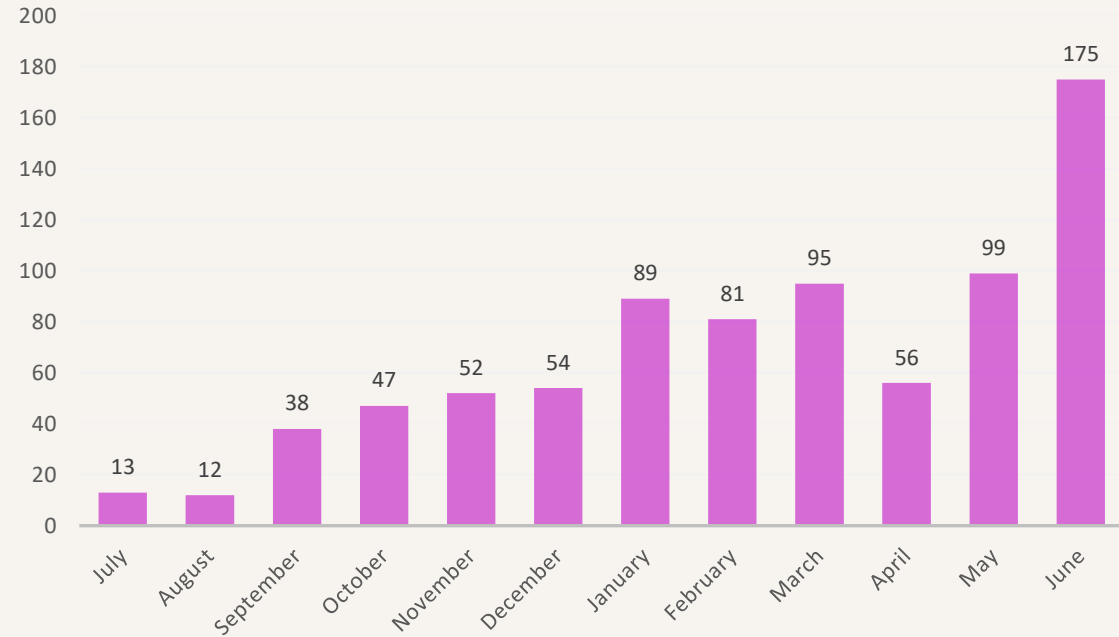
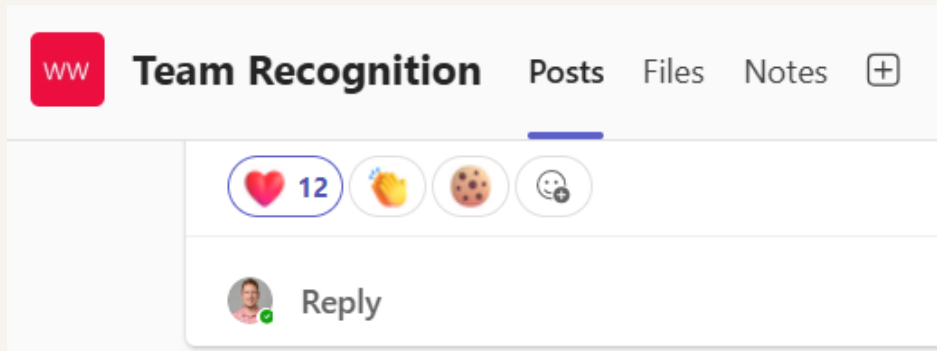


Celebrate: Leadership Strategies





Example: Recognition Program





Context



In volleyball and hockey, teams celebrate every goal with a **clear, repeatable ritual** like cheers, high-fives, huddles, which boosts team spirit and momentum.

These moments keep the team **energized** and **connected**.

Let's bring that same energy to your mobile app team by **designing a celebration ritual** for your milestones and wins.



Activity

5 mins

Design Celebration Ritual:

- Happens regularly after key milestones or wins
- Simple and repeatable (can be virtual or in-person)
- Involves the whole team or significant members
- Helps keep morale high and motivation strong

Define Elements:

- **Name** and **description** of the ritual
- Who **leads** or participates
- **Frequency** and timing
- What **types of achievements** get celebrated
- Expected **impact** on team energy and connection



Key Takeaways

- Engagement **Fuels Agility** and **Accelerates Change**
- Leadership Behaviors **Shape Outcomes**
- Small, Consistent Actions Create **Big Cultural Shifts**
- The 4C ENGAGE Framework Offers a **Practical Approach**

Questions?

Thank you!

Let's continue the conversation!



Art Lashchonau

National Consultant | Enterprise Coach | Professional Scrum Trainer

