

Journey to Newland
**A Road Map for
Transformational Change**

FREQUENTLY ASKED QUESTIONS

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Journey to Newland

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Why should I consider *Journey to Newland*?

The one constant in the present world is change. Many organizations are constantly chasing change or simply managing change instead of *leading* change. Without true *transformational change*, they spend resources, time, and energy “rearranging the chairs on the decks on the Titanic” while the icebergs of reality wait to sink their ship. Many social or economic realities lurk beneath the surface: globalization, technological advances, political realignment, terrorism, emerging markets, and ruthless competition, to name a few. This doesn’t account for what may be happening in any specific industry.

Unfortunately, most attempts at change fall short of expectations because the individual, team, or organization simply does not have the capability and capacity to change. Sometimes it is a lack of resolve, but sometimes it is a lack of effective approach or resources.

What do you mean by transformational change?

Transformational change is a totally new way of thinking, behaving, and creating structures based on a new opportunity or context. Transformational change requires *Transformers*. You are a transformer if you are a leader who is leading change at the same time as you are willing and able to change yourself. Transformational change also requires a complete *transition*.

What can I achieve with *Journey to Newland*?

Many organizations tend to use “change management” tools that approach change as a project or series of projects and later discover that the “people” and intangible, cultural elements are really the greatest barriers to true transformational change. The

Journey to Newland approach provides the missing links of leadership, awareness, and emotions that must be addressed to optimize transformational change efforts. It helps an organization move. . .

- From basic “change management” to more comprehensive “change leadership”
- From basic “talent management” of competencies to strategic “talent alignment” that includes personal tendencies toward change, targets early adopters and transformers as change agents, and provides a practical “how to” approach for different contexts
- From a “project” approach to change to a “cultural capability and capacity” approach for transformational change
- From managing short-term behavior to transforming the collective awareness and mindset that results in long-term behavioral change based on the transformational change vision
- From rearranging, shuffling, or reorganizing strategies to true transformational change that requires a cultural strategy and a series of personal and organizational transitions that develop transformational leaders who are able to influence and willing to change

In what contexts can I use *Journey to Newland*?

This course is truly what the subtitle says: a *Road Map for Transformational Change*. It contains the concepts, approach, and tools necessary to increase your core capability for change and strategic talent alignment. It provides an adaptable infrastructure that can be used by individuals, teams, and organizations experiencing . . .

- Major project implementations
- Strategic change initiatives
- Systems, software, and technology implementation
- Industry changes
- Shifts from a management to a leadership culture
- Business improvement initiatives
- New business unit implementation
- Acquisitions and mergers
- Development of values, vision, and strategies
- Creation or development of leadership teams
- Crises prevention and risk management

What specific skills or knowledge is *Journey to Newland* designed to cover?

Journey to Newland is a workshop that introduces a system for *change capability* (“change leadership” as opposed to basic “change management”) and strategic *talent alignment* (integrating change leadership components with effective talent management). The system is based on integrating the *five core capabilities* for transformational change and provides an *eight-stage process* that allows you to simultaneously track and evaluate progress of your specific journey—or even when you have “journeys within journeys.” The system also utilizes a metaphorical, animated *story* that simulates real-life situations and uncovers individual tendencies toward change.

The metaphorical story becomes a “third-party” reference point that provides a practical, memorable, and fun way to bring immediate awareness and deal with emotionally sensitive issues.

One of the greatest practical skills the program provides is the ability to recognize and overcome resistance to change.

What individual components does the program include?

The Facilitator’s Guide package contains all the materials you need to run the workshops successfully.

- *Journey to Newland: The DVD* grounds the learning in the story of a group of animals who face certain extinction unless they take the plunge and make the uncertain voyage from Oldland to Newland, the land of opportunity.
- *Journey to Newland: The storybook* provides a powerful simulation and a take-home memory jogger and reference for follow-up and personal application.
- *Journey to Newland: The Facilitator’s Guide* is the key reference for the facilitator and provides full guidance on how and when to use all of the components for a workshop. It also contains instructions on how to make and use the flip charts and the flashcards, which are an intrinsic part of the course materials.
- *Journey to Newland: Participant Workbook* is the notebook that participants will refer to and use during the *Journey to Newland* workshops.
- *Journey to Newland: CD* contains the visual aids for the workshop, including an enhanced PowerPoint program.
- *Journey to Newland: Pre-Journey Guide*: This is a pre-assessment and sentence completion exercises to help participants think about change before the session. This guide can also be used between sessions or as a separate discussion tool.

How long does the *Journey to Newland* course take to facilitate?

The Facilitator's Guide can be used for a half-day to a two-day workshop. The flexibility of the design and the power of the story metaphor can actually provide many more hours of content for various contexts. Many facilitators use up to three days for the facilitation if they choose the alternate exercises or spread out the sessions over a period of time.

Those who choose to be certified by LifeLead International or their worldwide network of associates will have enough content to facilitate over several months of consulting or coaching context. However, the Facilitator's Guide provides the foundation on which all other courses, materials, and services are based. Here are the distinguishing elements in the content in the Facilitator's Guide:

- Pfeiffer provides the Road Map (half-day to three-day session)
- LifeLead International and world-wide associates provide *Road Side Assistance* (facilitating, consulting, coaching, and additional courses based on the material) and *Road Side Assistance Deluxe* (certified facilitator and consultant via train-the-trainer)

Who is *Journey to Newland* designed for?

Journey to Newland was designed to improve personal, team, and organizational *change capability* and strategic *talent alignment*. Many practitioners in the fields of organization development, organizational capability, talent management, training and development, or general human resources use the program as their change capability enterprise solution or as a tool for an existing change model. The target participants for the system are business unit leaders and their teams as transformational change agents.

The metaphorical approach also provides a *common language* for key groups within an organization or the entire organization. Therefore, the workshop content is targeted to begin at the upper and middle management level, but is designed and scaled to include broad-based, non-management participants, especially if one chooses to use the metaphor as organization's common language. The program was designed with universal archetypes and cross-cultural metaphors, so it can also be adapted to multinational contexts.

What are some practical ways *Journey to Newland* can really help me?

- The workshop is designed to give you a *Road Map for Transformational Change*.
- It provides an *infrastructure* or “*standard operating procedure*” for your change initiatives and a means by which you can track and evaluate where you are in the process.
- The story provides a *common language* that you can use from entry-level to the CEO.
- The design is *self-customizing* so that it can be based on your organizational, departmental, or team *business objectives*.
- *Journey to Newland* helps you to “*pull*” the organization through change rather than “*push*” it through change, thus minimizing the “*push-back*” of destructive resistance.
- Instead of doing what comes “*naturally*” and making the same mistakes most make during change efforts, this program helps you obtain “*optimal*” results. This saves time, money, and energy.
- The program provides a process that *proactively anticipates* what will happen in a change initiative based on research and experience.
- It gives you a framework to change the *organization mindset and culture* of your team or organization.
- It shows you how to move from managing change to *leading change*.
- It helps you move from an organization of followers of leaders to one of *leaders of leaders*.

What makes *Journey to Newland* unique?

- This program integrates the *five core capabilities* of leading change, developing leadership, building teams, valuing differences, and optimizing communication into one process with many applications. It provides a general infrastructure in the *eight stages* of transformational change. Each of the eight stages of the process includes all five core capabilities.
- The story provides a *non-threatening* metaphor and *common language* that creates a quick personal *connection*, causes immediate *reflection*, and shines a light on the way we tend to react toward change and how we can deal with others effectively during an organizational change. The program gives participants an understanding of how their natural “*tendencies*” *impact performance*, how to deal with these tendencies, and how to “*pull*” people toward the better tendencies.
- The visual and engaging nature of the program leaves participants with a clear and applicable picture of their real world. It is designed to be self-customizable and scalable, depending on the targeted audience. For example, Oldland and

Newland can be defined in each context and tied into the business objectives of the organization as a whole.

How do participants respond to a story in a business context?

The most amazing part about *Journey to Newland* is how fast and immediate the results are because of the powerful story metaphor. Participants start using the common language immediately, and every session has several “aha” moments that are personal and memorable. Participants often comment on how they will never be able to look at change the same way again or even have any future meetings without thinking and behaving differently because of their new awareness.

The story has been very successful at every organizational level, and it has an immediate impact. Usually, those who are “risk adverse” have been pleasantly surprised at how quickly and effectively the story changes the awareness and mindset of the participants. Sometimes the response is something like: “They responded ten times better than I thought they would.” Even before the session ends, the story becomes a tool for new awareness and immediate 360-degree feedback.

In sessions provided by certified associates, facilitators have had success with issues that have been “untouchable” for years that could never be confronted previously without emotional fallout. Many of these issues have been confronted more easily because the story provides a third-party reference point and creates a non-threatening, safe environment. The story actually creates a humane way to confront, show respect, and even have fun in the process.

When the story session is facilitated properly, there is always a quick *connection* that causes *reflection* about the deeper content behind the story. The story becomes the means and not the end. It also becomes obvious that what seems simple (the story) is actually quite complex and deep and simulates life and business situations with amazing accuracy.

Are there other courses or materials based on *Journey to Newland*?

Bill Poole, the author of the original concept, and partners with LifeLead International have developed additional courses, certification options, materials, and services based on the system. These can be used by either internal or external facilitators or consultants.

A particularly effective series of courses on the Big 5 Core Capabilities is used in an organizational rollout situation in order to drill these capabilities into the culture and measure the business results over time. This course and customized assessment are part of the second-level certification process.

There are also versions of the *Journey to Newland Game*, an experiential simulation that certified associates utilize with the courses or in customized consulting situations. See journeytonewland.com for more details on courses, certification options, materials, or services.

Why should I be certified in the *Journey to Newland* system?

- **Credibility:** Develop the highest level of proficiency available with the courses and change capability processes facilitated by the creators of *Journey to Newland*.
- **Expertise:** Learn depth of content, receive best practices from around the world, and gain access to additional courses, games, and materials offered exclusively through LifeLead International and LifeLead Associates.
- **Support:** Receive coaching and consulting support, up-to-date research, and best practices for measurement and rollout processes for organizations of all sizes.

How can I become certified in *Journey to Newland*?

Contact LifeLead International through journeytonewland.com or call (813) 289-LEAD (5323) for more information.

How can I use *Journey to Newland* if we have multinational multilingual participants?

LifeLead International presently has LifeLead Associates worldwide who have been certified to facilitate or translate in different languages. Many certified associates have translated or are in the process of translating *Journey to Newland* through partnerships with LifeLead and Pfeiffer/Wiley. See journeytonewland.com for a list of international certified associates.

ABOUT THE AUTHORS

Bill Poole is CEO and president of LifeLead International, based in Tampa, Florida. An author, speaker, coach, and consultant he is an innovative pioneer in personal, team, and organizational capability. His work with successful training organizations in transition provides a solid foundation for this program. His background is in communication, psychology, philosophy, and religion.

Karen Gray is a prolific creative and professional writer. She serves as senior partner and director of instructional design for LifeLead International. She is also joint owner and managing member of Gray Training Associates. For over twenty years, she has designed and/or developed dozens of self-paced and workshop-based compliance programs for the banking industry and cutting-edge workshops for the retail environment. She resides in Johannesburg, South Africa.

Greg Gray presently serves as senior international managing partner and director of competencies, analysis, and assessment at LifeLead International. He is also joint owner and managing member of Gray Training Associates. He has vast international experience with large and small companies in the United Kingdom, the United States, China, Korea, Singapore, Australia, Tanzania, Zimbabwe, Zambia, and South Africa, where he resides.