

MOOC DIGITAL WORKPLACE		
MODULE 4: CHANGE MANAGEMENT AND CREATIVE THINKING		
VIDEO: MOD4_5: PROMOTE AND EMPOWER CHANGE		
<p style="text-align: center;">Script: details of what the course presenter will say. On screen text: ideas, images etc. to appear on screen as and when prompted. Editing notes: notes of what needs to be changed for the next edition.</p>		
SCRIPT	ON SCREEN TEXT	EDITING NOTES
<p>The continuous improvement, which implies promoting and potentiating constant change, is itself an attitude towards life and work, one of the most important concepts of the business world of the twentieth century, and certainly the century in which we are.</p> <p>How can we promote and empower change in our own lives or in organizations?</p>	<p>Sing: How can we promote and empower change?</p>	<p>Close-up of the trainer with a sign with his name and surnames for a few seconds.</p>
<p>Precisely, implementing in our personal and professional life the philosophy of continuous improvement, based on the Deming Cycle (PDCA), which consists of the following phases:</p> <ul style="list-style-type: none"> • PLAN. • DO. • CHECK. • ACT. <p>What does this philosophy of life imply? We find that there are no limits to improvement, we simplify processes, we continuously check them, allowing only what we have included in our change process can be managed.</p>	<p>Card:</p> <ul style="list-style-type: none"> • PLAN. • DO. • CHECK. • ACT. 	<p>Close-up of the trainer pointing to each of the phases as they appear on the screen.</p>
<p>Also, to make a good change in any organization, we can follow seven ideas based on the seven basic elements that Dale Carnegie proposes in his book "Accept Change for Success":</p> <ul style="list-style-type: none"> • Provide a clear picture of the current situation, with clear facts describing the situation. • Present to those involved a reasonable idea by which to optimize the situation: BENEFITS. • Develop a realistic action plan and timetables with execution times, always counting on the commitment of those involved. • Take into account the resources needed to implement the plan; We refer to economic resources, personal or material. • Plan a communication strategy on the process to all involved and reinforce the message once the action plan is being implemented. • Determine the success evaluation system, deciding how we will 	<p>Card:</p> <ul style="list-style-type: none"> • FACTS • BEENFINT • ACTION PLAN and CALENDAR • RESOURCES NEEDED • COMMUNICATION STRATEGY • SUCCESS EVALUATION SYSTEM 	<p>Close-up of the trainer.</p>

<p>measure the results, whether we have achieved the goals or not, or whether we have achieved the benefits we were looking for.</p> <ul style="list-style-type: none"> • Finally, we must always take into account the contributions of those involved to achieve the satisfaction of all of them with the results in achieving the goal. 	<ul style="list-style-type: none"> • CONTRIBUTIONS OF THE INVOLVED 	
<p>However, when we are faced with the proposal and promotion of a change, first we must follow three fundamental steps. Take note!</p> <ul style="list-style-type: none"> • First, be aware of where you are and where you want to be, as well as the resources you have and those you need to achieve your goals. • At the same time, lay hold of your responsibility to change and walk towards your goal. Accept that things happen, mainly, because we make them happen (locus of internal control). • And, of course, act! which in itself will determine your success. 	<p>Card:</p> <ul style="list-style-type: none"> • Awareness • Responsibility • Action! 	<p>Close-up of the trainer, pointing to the words as they appear, as he explains them.</p>
<p>When teleworking, doesn.t matter if you propose a change at the individual level or you raise it at the level of team or organization, you must always remember to keep the philosophy of continuous improvement, ideas or elements that Dale Carnegie brings us to make them effective, and follow the steps Fundamental of consciousness, responsibility and action ... because, without action, we will not get anything! So get to work!</p>		<p>Close-up of the trainer.</p>