

The background features a solid orange color with large, stylized chevrons in white and a darker shade of orange. In the center, there is a white rectangular box with a black border containing the main text. Behind this box, a road sign is visible, tilted at an angle. The sign is black with white text that includes the word 'ONE' and 'DEPT. OF'.

Change Management for Govies Workshop

Housekeeping



Learn More

Check out the Resources tab for additional information and resources specific to this session.

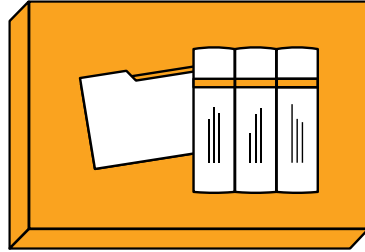


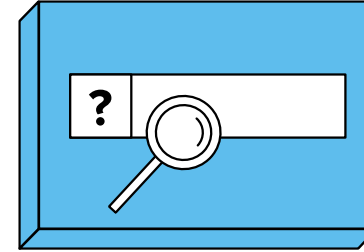
Exhibit Hall

Head to the Exhibit Hall in the main environment to view all of our booths and download resources.



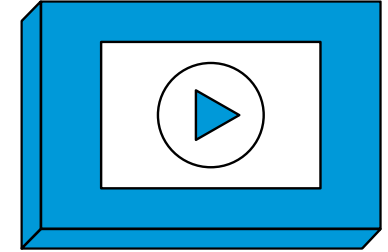
Networking

Connect with your fellow govies in the Lobby chat in the main environment.



Get Answers

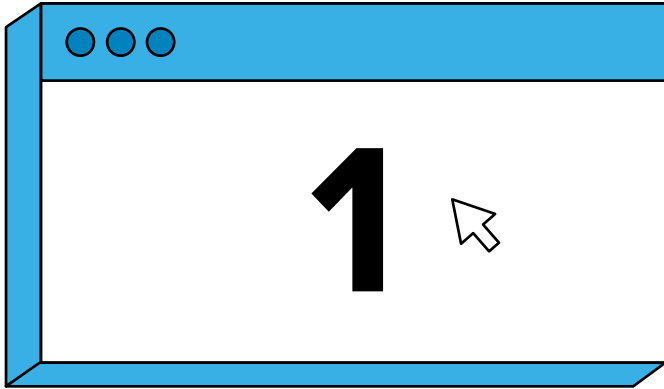
Submit your questions using the Q&A or Chat tab at the bottom of your console. The Q&A tab is also where you can submit technical questions.



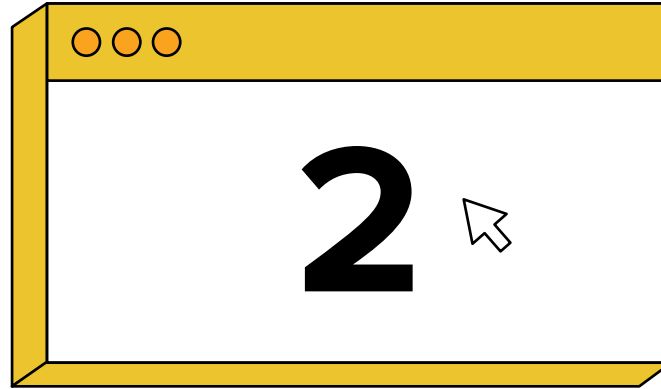
On-Demand

We will email a link to the on-demand version tomorrow. Email us at nextgen@govloop.com if you have any questions.

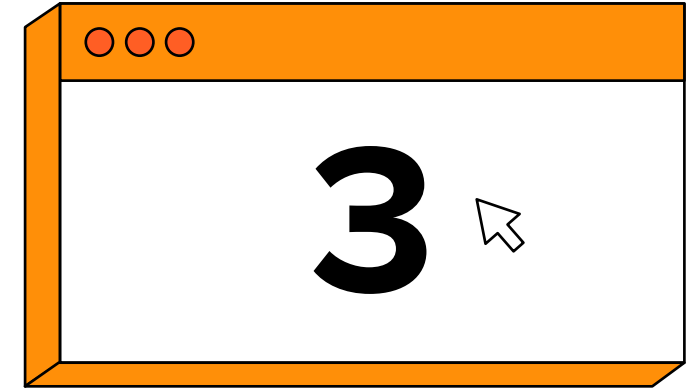
CPE Info



Attend this live online training for the full duration



Take the polls throughout the live training. These will appear as a pop-out window on your screen. Click your response and hit submit.



Complete the evaluation: It can be found in the resource module on this training and in the Resource Center in the main environment.



Andrea Brandon

Deputy Assistant Secretary,
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CHANGE MANAGEMENT

Andrea L. Brandon

Deputy Assistant Secretary

Budget, Finance, Grants and Acquisition

Department of the Interior

AGENDA

Introduction

Theories

**Methodology & Practical
Application**

Sustainability

Summary

INTRODUCTION

Change is no longer an occasional event; it is the environment we all work in. Whether driven by new innovative technology, policy shifts, or evolving organizational structures, organizations succeed not by avoiding change but by leaning in and learning how to navigate it.

In this session, we will explore several change management theories, a few methods for implementing change, a lesson learned about not appropriately applying change management principles, and a couple of ways to “refreeze” the change.



THEORIES

Change Management

Change management isn't a single method – it is a collection of proven theories that help us understand why people respond to change and how organizations can guide transitions more effectively.

Over the years, models like Lewin's Three- Step Framework, Kotter's 8 Step Process, ADKAR, the McKinsey 7-S Framework, and the Kubler-Ross Change Curve have each offered a different lens.

In today's session, we will explore each of these theories and how they can equip leaders to motivate teams from resistance to sustained adoption.

5 KEY THEORIES

LEWIN

Unfreeze
Change
Refreeze

KOTTER 8 STEP

1. Create Urgency
2. Build a Guiding Coalition
3. Form a Strategic Vision
4. Enlist Volunteers
5. Remove Barriers
6. Generate Short-term Wins
7. Sustain Acceleration
8. Institute Change

ADKAR

1. Awareness
2. Desire
3. Knowledge
4. Ability
5. Reinforcement

MCKINSEY 7S

1. Strategy
2. Structure
3. Systems
4. Shared Values
5. Skills
6. Style
7. Staff

KUBLER- ROSS

1. Denial
2. Anger
3. Bargaining
4. Depression
5. Acceptance
(Emotional Journey of Staff)

METHODOLOGY AND PRACTICAL APPLICATION

How to unfreeze?

1. Brainstorming Sessions
2. Strategic Vision and Values Sessions
3. Visit Innovation Labs
4. Role Play
5. Action Learning Sessions (e.g., appreciative inquiry, q-storming)

SUSTAINABILITY

- Lesson learned about sustainability or not “refreezing” the change that was implemented.
- How to “refreeze” (i.e., policies, SOPs, governance structure, performance evaluations, KPIs, incentive rewards, leaders demonstrate new behaviors, continuous training, integrate the change into onboarding, celebrate quick wins, establish feedback loops, update IT systems with new change, assign owners/champions, and provide constant communication)




“

To improve is to change; to be perfect is to change often.

Winston Churchill

”



SUMMARY

There are various change management theories and processes. You may need only one or you may need a mixture of several to implement change within your organization. Whatever you do, pick one and go for it!

Remember, change is about people – your most valued asset!



THANK YOU

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Up Next

Lunch Keynotes from 12:30pm – 1:30pm ET

Inspiring an Unmotivated Team

Laura Walker, Claims Specialist, Social Security Administration

Michelle Felicetta, District Manager, Social Security Administration

Communicating Confidently During Disruption

Dr. Bill Brantley, President and Chief Learning Officer, Brantley Advanced Social Sciences Applications