



EMOTIONAL RESISTANCE

**As HR, how do I manage
my frustration when
leaders resist change?**





The business case is clear.

The change has been communicated.

But leaders still aren't adopting fast enough.

Why the adoption lag?



It makes sense...
The leader hasn't
adapted.

When you lead
change, People
will resist it.

As a change agent your frustration builds

*"This shouldn't
be this hard."*

on top of that,
there is a time
deadline for the
change to be
implemented.



Your Impulse...

I need to find a quicker way to get it done and meet deadline.



the actual “quick solution”... is that you need to meet them where they are at,

address their fears and feelings
(otherwise you’ll manage the unproductive behaviours)



Change is logical.

But transitioning through change - that is emotional. And emotions don't move according to the schedule or spreadsheet...

...they need to be navigated!



change isn't linear.

it doesn't follow a date calendar.



William Bridges' Transition Model shows us that change isn't linear. Leaders must let go, navigate uncertainty, then embrace new beginnings.

Instead of pushing harder with logic:

→ Meet leaders where they are.

→ Address their fears + feelings.

→ Review the story you're telling about the change.

→ Enroll them - make them part of the process.



**Rational
explanations
inform.**



**Emotional
connection
transforms.**



Ask yourself:

As you lead change, are you
focusing only on the plan -
or also on the transition?