

BOYATZIS' MODEL OF INTENTIONAL CHANGE

Boyatzis' Model of Intentional Change focuses on the idea of five discoveries which when combined, provide a coherent and integrated model that supports reflection and a move towards action.

1. For sustainable change you need a vision of who and where you want to be. This is your ideal self.
2. You need an honest assessment of who and where you are now. This is your real self. If the real and the ideal are the same there is no incentive to change or develop. If they are too far apart, then some aspects need to be prioritised.
3. The comparison of the real and ideal allows strengths and gaps to be identified. The learning agenda can then be formulated to give the opportunity to build on strengths. Boyatzis proposes that 80% of the focus should be on strengths and the ideal.
4. There needs to be the opportunity to experiment, to practise and to review progress. How can I change my behaviours, what actions can I take so that I change old habits into new habits?
5. At the heart of the model is developing trusting relationships that help support and encourage each step of the process – not just to support others but also to support you.

Source: Boyatzis, R. & McKee, A. (2006). 'Intentional Change. Global Business and Organisational Excellence.' Volume 25, Issue 3 Pages 49-60.

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