

INTERNALISE

verb to incorporate as through learning, socialisation or identification
from the latin word *internus* meaning inward and internal.

“WE FIRST MAKE OUR HABITS,
and then our habits make us.” *John Dryden*



5i METHOD



INTERNALISE: What Does the Research Say?

1. One key to effective and lasting change is embedding the necessary knowledge, procedures, and behaviours within members of the organisation. Not all organisational changes stick, no matter the purported benefits. If the organisation does not learn during the change process, they will not retain the changes (Roberto & Levesque, 2005).
2. The focus of change initiatives must be on people, not process. Teams within organisations must have the space to provide input on the change and possess a long-term future benefit focus (Eaton, 2010).
3. Effective changes utilise constant two-way communication, feedback loops, training and development. Throughout this process of continual information, the focus should always be on building confidence within the teams that are undergoing change, and making use of their feedback (Longenecker & Rieman, 2007).

Common Mistakes #INTERNALISE

Organisations often fall into the trap of rolling out quick fix initiatives. They implement strategies that don't support the transfer of learning into changes of people's habits. As a result, most learning is lost and a return on investment is not realised. It is essential to implement strategies for change that employees take ownership of by providing supporting tools and frameworks.