

TOURISM DAY SUMMIT



Breakout Session 2C

Embracing Change in the Workplace

Presented by

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POCONO MOUNTAINSSM
VISITORS BUREAU

Embracing Change in the Workplace

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What we'll cover

- Defining change
- Identifying potential workplace and industry changes
- Strategies to successfully navigate change
- *Individual
- *Institutional
- Resources to support your journey

Defining change

“To make the form, nature, content, future course, etc., of (something) different from what it is or from what it would be if left alone.” Source: Dictionary.com

- Change can impact us personally or professionally.
- What emotions or feelings does change trigger for you?
- Do you react differently to personal vs professional change?

Identifying potential workplace changes

- Structural: such as reorganizations, mergers, or acquisitions.
- Process: including implementing new technologies or improving existing workflows.
- Cultural: such as fostering a more inclusive and diverse work environment.
- Leadership: when new executives or managers are appointed.
- Strategy: such as entering new markets or diversifying product offerings.

Identifying potential industry changes

- Bleisure Travel: a growing tourism trend where people extend their business travel to leisure activities.
- Automation: Digitization has led to a rise in online bookings.
- Various reasons for travel: Wellness, Active Ecotourism, Transformative/Volunteerism.

Source: Regiondo

Tips for Dealing With Change

- Be mindful of the future to prepare for what may come
- Focus on positives of the change vs. negatives
- Establish a daily routine to find comfort in structure
- Seek out support from friends and family
- Practice self-care and regular self check-ins



Strategies to successfully navigate individual change

Source: Very Well Mind

4 Elements of Effective Plans for Change

Strategies to successfully navigate institutional change

Source: Harvard Business Review



STRATEGIC GOALS

What goals does this change help the organization work toward?



KEY PERFORMANCE INDICATORS

How will success be measured? What metrics need to be moved? What's the baseline for how things currently stand?



PROJECT STAKEHOLDERS AND TEAM

Who will oversee the task of implementing change? Who needs to sign off at each critical stage? Who will be responsible for implementation?



PROJECT SCOPE

What discrete steps and actions will the project include? What falls outside of the project scope?

Resources to support your journey

- *12 Tips for Effective Communication in the Workplace*

<https://asana.com/resources/effective-communication-workplace>

- *12 Tips for Coping with Change*

<https://www.bhf.org.uk/information-support/heart-matters-magazine/wellbeing/mental-health/coping-with-change/tips-for-coping-with-change>

Closing

- Thoughts or questions?
- Reflection: What will you implement when faced with change?