



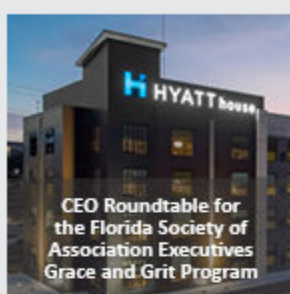
April 1, 2021

### Upcoming Events

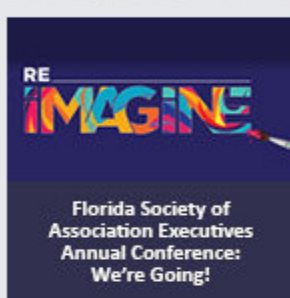
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FSU College of Education  
ISLT Program Speech  
Commemorating  
Dr. Roger Kaufman



CEO Roundtable for  
the Florida Society of  
Association Executives  
Grace and Grit Program



Florida Society of  
Association Executives  
Annual Conference:  
We're Going!



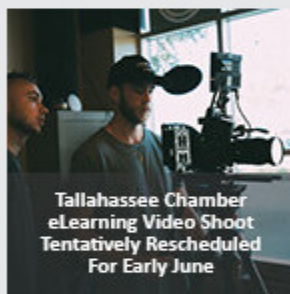
Tallahassee  
Chamber of Commerce  
Annual Conference:  
We're Going!

### News Of Note

[Click for more details](#)



Jacksonville Non-profit  
Hires Change By Design  
To Deliver Performance  
Evaluation & Learning System



Tallahassee Chamber  
eLearning Video Shoot  
Tentatively Rescheduled  
For Early June

## To clarify: OOMPH! heralds meaningful impact... not the slow progress of a snail

Dear <<First Name>>,

Welcome to the inaugural issue of Change By Design's newsletter, OOMPH! Because this is the first one, we wanted to make 100% sure that our readers didn't misinterpret the name. So: OOMPH isn't OOMPH (zero miles-per-hour). That wouldn't be very inspiring.

Instead, OOMPH represents impact measured one effective project at a time. Each month OOMPH! will present articles, ideas, and recommendations designed to help subscribers achieve greater organizational alignment. We strive to deliver timely, meaningful, actionable tools for business decision-makers, nonprofit leaders, government-focused professionals, and performance improvement practitioners. And we'll also be letting you know what's going on in our Change by Design world. This is an exciting moment for us, and we're hoping the newsletter is very useful to you.

So thank you in advance for taking the time to read this newsletter. If you are so inclined, please rate it at the bottom and write me a note to let me know your thoughts on the topics we cover. Previous survey feedback requested that the newsletter focus at least some of the time on improving processes and making sure the right processes are utilized. As the result, this month's article focuses on 'context' - the system - as an organizing concept around which the right decisions are made regarding process.



In Your Service,

Sue J. Ebbers, Ph.D.

[Email](#) | [LinkedIn](#) | [V-Card](#)

## Effective Organizational Change Requires You To Correctly Understand Context

This article is about why achieving meaningful organizational change requires that you understand context across multiple problems. That can include identifying internal and external factors, appreciating broader historical significance or momentum, and important consideration of the "people" and "systems" involved.



To start the process, you must first scope out the gaps between current and expected results, so that interconnected problems can be identified. These are some examples of misalignment that can...

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## Beyond Change By Design



Late this Spring, St. Thomas More will pilot "Salt." This program is a training on how members of the church can apply Christian principles to be effective peacemakers. It was created as one approach to helping bridge the divide so common in many of our communities. On a volunteer basis, Sue designed the training, which will be delivered to interested Catholic parishiners in the Tallahassee area.

[Learn about ministries at St. Thomas More >](#)



Did you know that only 1% of the 5,000,000 annual visitors to Grand Canyon venture below the rim and stay at Phantom Ranch? Hiking the 24 miles rim-to-rim across this natural wonder is one of Sue's bucket list items. She and her husband Paul are actively training, have entered the lottery for accommodations at Phantom Ranch, and will be (hopefully) achieving this incredible dream in 2022.

[About Phantom Ranch In Grand Canyon >](#)



Farnam Street: Brain Food is a Sunday morning newsletter with compelling POVs on learning and decision making. Recently they discussed the fixed rate of human thought, and how humans are physically incapable of pushing themselves to think faster. I find that idea fascinating, considering our work on performance improvement, and love how Brain Food challenges preconceptions.

[More Farnham Street: Brain Food >](#)

Change By Design has incorporated the practice of continuous improvement throughout our operations, which carries over into this publication. So we'd love to hear where we stumbled, where we hit the mark, and any other feedback you have. Please rate the newsletter on a scale of 1-4 stars, with 1 being terrible and 4 being terrific.

### Rate This Month's Newsletter



And if you liked it, please consider forwarding this newsletter to someone else who may be interested in the content.



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