

# Feelings of transformation

## What we focus on

We tend to focus on the functional and more tangible side of transformation. Changes to tools, systems, technology, processes, methods, frameworks, organisational structures and funding procedures to name a few.

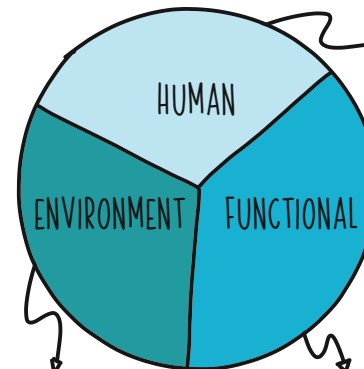
## What we forget about

This focus on the tangible side of transformation has intangible impacts on people. People within organisations become full of new questions as they navigate the change. They find themselves in situations needing to make decisions based on new data sets, within new contexts, working with different people in changing team and reporting constellations.



## What we need to focus on

We need to focus on the attributes that enable people to thrive in times of change. Often this is not a particular method like Agile or HCD, it is about how to be a present, deliberate, clear thinker in a time of transformation. Learning how to **think** through new and emerging situations, regulate how you **feel** in times of ambiguity and uncertainty, and how to continue to **act** through overwhelm and fear.



The human factors, emotions, motivations.

The environment, physical, natural, cultural and political.

Tools, systems, processes, methods, frameworks.

## The impact of change framework

This simple framework helps us think holistically when designing for the human experience of transformation. It helps us balance out the focus on the tangible attributes of change with the necessary focus on the intangible experiences of people through change.

If you want to unlock the potential within your organisation, come and talk to us. [hello2020@wearehuddle.com](mailto:hello2020@wearehuddle.com)

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