



LEADING CHANGE IN 2025 AND BEYOND: A PEOPLE-FIRST GUIDE FOR MODERN ORGANIZATIONS



THANKS FOR CONSIDERING OUTBACK TEAM BUILDING

Outback Team Building has over 25 years of experience executing team building, training, and coaching solutions for corporate groups throughout North America.



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ABOUT US

At Outback Team Building, our mission is building relationships through memorable experiences.

We're passionate about helping teams—big and small—achieve their goals and address a wide range of business challenges. Whether you're looking to improve communication, foster collaboration, or celebrate success, we have over 60 unique and engaging activities designed to captivate, motivate, and entertain your group.

Since our founding, we've grown to become North America's leading provider of team building and training solutions, with thousands of events executed seamlessly across the continent. Our activities are tailored to fit individual group dynamics, ensuring your team has a fun and memorable experience every time.

We love what we do and pride ourselves on executing every event brilliantly. Our team takes care of all the details so you can sit back, relax, and know that your event is in good hands. Our clients consistently remark on the energy and passion our event coordinators bring to the table, helping create an outstanding experience for everyone involved.

At the end of the day, our goal is simple: to deliver an experience that not only entertains but also brings your team closer together.

AUTHOR BIO

Written by Lyndon Friesen, who leads our [Professional Development](#) arm of [Outback Team Building](#), called Ignitor.



Lyndon Friesen discovered his passion for entrepreneurship while running a painting franchise in university, where he saw firsthand the impact of leadership on success. He later spent seven years on the executive leadership team of a global technology manufacturer, helping drive rapid growth in a fast-paced industry.

Lyndon then co-founded a business that quadrupled in size over five years, earning awards such as the 2013 BBB Torch Award for Marketplace Excellence. Today, as a professional trainer, he designs and delivers learning programs that help business teams strengthen leadership and performance.

Over the past 10 years, Lyndon and his skilled team of Facilitators have led over 800 different learning and development events for over 500 different organizations across North America.





PART ONE: RETHINKING CHANGE MANAGEMENT

When leaders fail to see change as a human endeavor, it's more likely to fail.

Why Change Needs to Start with People, Not Processes

Change isn't just an organizational challenge. It's a human one.

Most change initiatives begin with good intentions: a new system, structure, or strategy designed to create a better future. But even when the change is positive, the experience of going through it can feel disruptive or uncomfortable for your team.



Before timelines and deliverables, you need to understand how your team relates to change. That relationship determines whether they resist, comply, or commit.

Change is inevitable. How you lead through it is a choice. **That's why successful change leadership begins with people.**

From Change Management to Change Leadership

I'm not a huge fan of the term "change management."

Managing change implies you're reacting to something that's already happening—trying to contain the chaos. Leading change is different. It's proactive. It's about creating the conditions where people can succeed through change, not just survive it.

When you lead change, you start with the humans behind the work, because without them, the best plans fall flat.

Everyone Experiences Change Differently

Some people see change as exciting. Others find it exhausting. These reactions aren't random, but rather, they're shaped by lived experience. This includes times when change felt empowering, or when it felt like the rug was pulled out.

We call this someone's change history: the sum of their personal and professional experiences with past change.



For some, it's a track record of positive momentum. For others, it may bring up memories of loss, instability, or mistrust.

Your team is a mosaic of these experiences. That's why one-size-fits-all change plans rarely stick.

Get to Know How Your People See Change

You can't lead change effectively without understanding how your team views it. Ask yourself:

- How do my people usually respond to change?
- What past experiences might shape those responses?
- Do they see this shift as an opportunity or a threat?

These insights are foundational. Without them, change efforts stall not because the plan is bad, but because the people aren't ready.

Understand That Your Mindset Sets the Tone

Before understanding others, start with yourself. Ask:

- Does change energize or stress you?
- Do you see it as an opportunity or a risk?
- How does that shape the way you lead?



Your team picks up on your energy. If you're curious and confident, they'll lean in. If you're hesitant, they'll pull back.

The Cost of Skipping the People Part

When leaders rush into structural or procedural changes without considering the people who will make it happen, resistance builds. It might look like pushback in meetings, but more often it's quiet:



- Delayed decisions
- Avoided accountability
- Reverted habits
- Emotional disengagement

That's not incompetence. It's a natural response to change that doesn't feel understood.



Where to Begin with Change Leadership: Build the First Foundation

When it comes to implementing successful organizational change, start here:

- Create a space for honest conversation
- Listen without judgement
- Recognize that people need different levels of context and trust

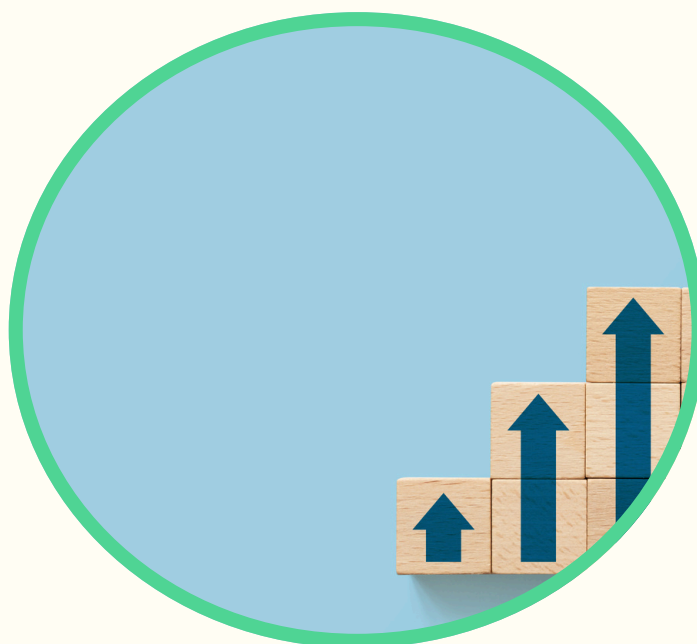
This is how you build readiness, not just for this change, but the next one too. In the coming sections, we'll dive deeper into these elements.

3 Practical Ways to Make Change Easier to Embrace

If you want to effectively lead change, there are three things you can do right off the bat:

1. Ask how people typically respond to change and really listen
2. Tie the change to meaning, linking it to both business outcomes and personal priorities
3. Make the path clear, demonstrating what's changing, what's not, and what support exists

These aren't sales tactics. They're the groundwork for trust and traction. They allow people to lower their defenses, engage meaningfully, and lean into the future.



PART TWO: THE 3 BUILDING BLOCKS OF CHANGE LEADERSHIP



To Lead Change Effectively, You Need to Create the Conditions Where Your People Can Focus, Believe in the Outcome, and Actually Succeed.

Leading through change means designing the environment where people can thrive despite disruption. That takes discipline, intention, and a willingness to focus.

If you want to get it right, start by putting these three building blocks in place.

Building Block #1: Protect Your Team's Capacity

Most teams are already overloaded. Leaders often say yes to everything that sounds smart in isolation, forgetting how it adds up.

Change is like cheesecake. One slice is a treat. Five slices? Regret.

To protect capacity:

- Assess workload honestly before adding new initiatives
- Pause or stop lower-priority work to make room for new things
- Guard team focus for what matters most

Think of it this way: say no to the good so you can say yes to the best.

This isn't about being less ambitious. It's about choosing the right ambitions and making them succeed.

Building Block #2: Make the Value of Change Clear

Even positive change comes with friction. People feel the disruption long before they see the reward. If you don't keep the benefit front and center, resistance creeps in.

So, keep reinforcing:

- Why now? What are we solving or seizing?
- What's the vision? Paint the end state vividly.
- How does this help me? Connect to each person's work or priorities.

Don't just say it once. Repeat it every time the road gets bumpy.

And remember: a frontline employee, a finance manager, and a sales leader all hear that value through different lenses. Customize your message for each.





Building Block #3: Set the Conditions for Success

Clarity and enthusiasm aren't enough. Your team needs the tools, autonomy, and frictionless pathways to do the work.

That includes:

- Relevant training and tools
- The authority to act without red tape
- Removing friction points like unnecessary approvals, outdated processes, and low-value tasks

Change thrives when the road is clear and people are trusted to walk it.

Why All Three Building Blocks Matter in Setting the Stage for Successful Change

These three building blocks aren't checkboxes. They multiply each other:

- Without protecting capacity, people don't have the bandwidth to care about the benefit
- Without a clear benefit, they won't fully engage with the conditions you've provided
- Without the right conditions, even motivated, aligned teams will run out of momentum

Thriving through change is optional. And that choice lives in how you lead.

Get all three right, and change becomes something your team can drive, not just endure.





PART THREE: HOW TO BUILD RESILIENCY THAT GETS CHANGE ACROSS THE FINISH LINE

The Best Leaders Help Support Strong, More Resilient Teams Who Can Manage and Execute Change Effectively

Every change has a messy middle. Roles shift. Routines break. Work feels harder before it gets better.

That's where resiliency makes or breaks the outcome.

Resiliency isn't luck. It's built intentionally by filling three critical buckets.

Bucket #1: Communicate Why This Change is Imperative

If a change feels optional, it gets buried by the urgent. Your people already have too much to do. You need to show why this is non-negotiable.

You can frame it around opportunity or risk. Here's a story I often tell:



Imagine falling off a boat into open water. You can see land on the horizon. You swim toward it. It's hard, but you know where you're going. That's imperative, fueled by opportunity.

Now imagine falling in and seeing no land, only knowing that sharks feed at dusk. You swim aimlessly, desperate and uncertain. That's imperative, fueled by fear.

The lesson? Urgency is important, but hope and direction are essential.

When you communicate the imperative:

- Name what's at stake in plain terms
- Define the opportunity that change will unlock
- Explain why it matters now
- Share it consistently across town halls, team meetings, and one-on-ones

And remember: for the message to resonate, each team member must go from thinking "this is what leadership wants" to saying "this is what we need."



Bucket #2: Paint a Vivid Picture of Success

Urgency gets people moving. Hope keeps them going.

One of my favorite examples comes from Formula 1 driver Fernando Alonso. Before winning his first race, he visualized every detail:

- The sweat on his face
- The click of the buckle as he unstrapped
- Jumping on the car, then into the arms of his crew
- Spraying champagne and taking the team photo with the trophy

He didn't just imagine winning. He made the outcome real in his mind.

Leaders need to do the same. Paint a picture so vivid your team can feel it:

- What success looks like in their day-to-day
- How customers experience it
- What changes in their role or workflow



Higher revenue is vague. Closing faster with fewer handoffs so the queue is clear by 4:00 p.m. is tangible.

And don't forget: tailor the message. A finance lead and a line operator should hear success in language that resonates with their world.

Bucket #3: Celebrate Along the Way

Resiliency drains when effort disappears into the void.

Progress rarely arrives as a leap. It's small wins: a metric that bends, a new habit that sticks, a team that adapts.

That could mean:

- A personal note naming the action and impact
- A shout-out during stand-up with a link to the end state
- An update that shows your team photo-worthy progress

It might even be a literal celebration, but it doesn't have to be. What matters is that people feel seen.





To make recognition work:

- Make it timely and specific
- Connect it to the bigger goal
- Spread it across roles and teams
- Mark thresholds to pause and reset focus

Celebration isn't fluff. It's fuel.

What Happens When the 4 Buckets Work Together?

Each bucket plays a different role:

- The imperative gets people moving
- The vivid picture keeps them focused
- Celebration sustains the journey

If one's empty, resiliency leaks.

- Overstate the imperative without a clear finish line? You create anxiety.
- Paint the future but fail to celebrate along the way? People lose steam.
- Celebrate effort without clarifying the why? Progress wanders.

Remember this: resiliency is co-created. Leaders shape the environment. Employees bring it to life.

When everyone is on the same page, change becomes something your team can finish together.



PART FOUR: PUTTING EFFECTIVE CHANGE LEADERSHIP INTO PRACTICE



If you want change to stick, you need more than a plan. You need:

- Leaders who see people first, process second
- Teams with capacity and clarity
- Environments that fuel resiliency

This is what Outback's **Professional Development** programs are built to support.

Whether you're navigating a transition, rolling out new tools, or building leadership bench strength, our Ignitor sessions, like [Positive Team Dynamics](#), [Clear Communication](#), and [Confident Decision-Making](#), equip teams to lead through change with confidence, trust, and traction.

Meet Professional Development Expert Lyndon Friesen

Lyndon Friesen leads our Professional Development arm, Ignitor, at Outback Team Building. Over the past decade, Lyndon and his skilled team of Facilitators have led over 800 distinct learning and development events for more than 500 organizations across North America.

About Lyndon

Lyndon first developed a love of entrepreneurship during his university years while running a painting franchise. Since then, he has been on a mission to help corporate groups of all kinds reach their full potential.

Lyndon's Professional Background

With a degree in business, Lyndon has worked in a number of high-growth and entrepreneurial environments. He has also been on the executive leadership team in several different industries, including franchising, manufacturing, and retail.





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TEAM BUILDING TESTIMONIALS



CVS
Health®

“All of the participants really enjoyed our event. The Jewel Heist Escape Room was a lot of fun and a great way to have people collaborate and use their problem-solving skills.”

CVS Health (Escape Room Jewel Heist) 10/10



“We have had a great experience with all of my contacts at Outback from booking to execution. Our event facilitator was wonderful, and all who attended raved about how fun the event was.”

Microsoft (Clue Murder Mystery) 10/10



SANOFI

“The teambuilding event was a huge success. Everyone really enjoyed themselves and had an amazing time! Everyone that I talked to loved it. The format, the games, and the energy were fantastic. You did a great job, so we’ll definitely be getting in touch for our next event.”

Sanofi (Corporate Castaways) 10/10



amazon

“Great communications, super prompt! Everyone I dealt with accommodated my schedule, responded to me very quickly and made it easy to book my event. The day of the event was smooth and stress-free for me and my team LOVED it!”

Amazon (Friendly Feud) 10/10



Outback

TEAM BUILDING

GET IN TOUCH

Our dedicated team of Employee Engagement Consultants is available to speak with you from Monday to Friday, 9:00 a.m. until 5:00 p.m. your time, no matter what timezone you're located in.

Ready to take your team's performance to the next level? Whether you're looking for professional development, team-building solutions, or customized programs, we're here to help. Our team will work with you to design experiences that meet your unique goals.

Let's build something great together—reach out today and discover how we can transform your team!

If you'd like help planning your next event, get in touch with our team to receive your free quote:



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