

The Bridges Transition Model

Ending, losing, and letting go

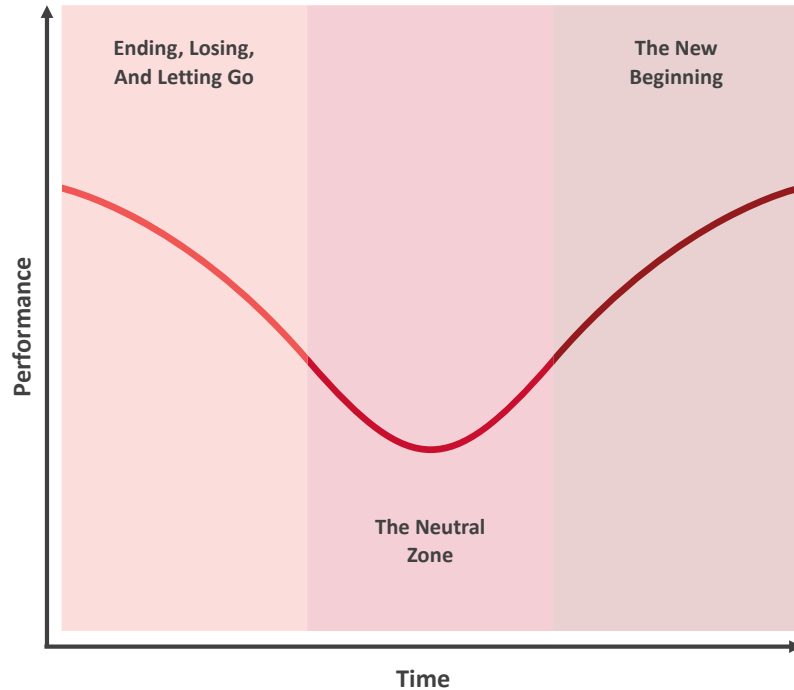
Is exactly what you'd expect. It's all about guiding people through the emotions associated with the change and communicating how their skills and knowledge will transfer to the new activities.

The neutral zone

The neutral zone is the bridge between the old and the new. It is likely to be the time when productivity is at its lowest and your employees most tempted to give up and revert.

The new beginning

The new beginning is when the changes have been accepted and energy is high. Here the main aim is to reinforce the changes, keep objectives clear, and to keep up the pace while you can.



The Bridges' Transition Model was created and developed by change consultant, William Bridges, and was published in his 1991 book "Managing Transitions." This model focuses on transition (the emotional reactions throughout a transition.) rather than change. William Bridges described the change as situational and is an external event that happens to people from outside, while the transition is internal and psychological that is an individual's reaction to change.

The model highlights three stages or phases of transition that people go through when they experience change and gradually accept the details of the new situation in an organization.

These phases are: 1. Ending, Losing, and Letting Go; 2. The Neutral Zone; 3. The New Beginning

Questions to Ponder:

1. Where are your people in the transition process and how can you move them toward new beginnings?
2. Where are YOU in the transition process and how can you move toward new beginnings?