

A Change Agent is an individual who seek to alter a system's acceptance of an idea.

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Characteristics of a Change Agent

- **A change agent has a *VISION*.**
Regardless of what is going on today, a change agent has a vision of what could or should be and uses that as the governing sense of action. To a certain extent, a change agent is dissatisfied with what they see around them, in favor of a much better vision of the future. Without this future drive, the change agent can lose their way.
- **A change agent is fueled by *PASSION*, and inspires passion in others.**
Change is hard work. It takes a lot of energy. Don't underestimate this. Without passion, it is very difficult to muster up enough energy to assault the fortress of status quo.
- **A change agent is *SELF MOTIVATED*.**
The change agent needs to find it within themselves to get up every day and come to work and risk being misunderstood and misappreciated, knowing that the real validation may be far in the future and may be claimed by someone else.
- **A change agent must *UNDERSTANDS PEOPLE*.**
At the end of the day, change is about people. If you change everything but the people, you'll not be effective as a change agent. Change will really "stick" when people embrace it. Therefore, change is part sales, part counseling and part encouragement.
- **A change agent is *STRATEGIC*.**
Like a medical practitioner, the change agent will begin by diagnosing what the real issues are, and then propose clear goals and strategies.

Roles of a Change Agent

- **A change agent is a *FACILITATOR* of stakeholders.**
The most complex role of a change agent is getting others to 'buy in' to the change process. The facilitator gets involved in helping the stakeholders to understand the goals and objectives of the change process and what their role is in that process.
- **A change agent is an *EDUCATOR*.**
Resistance, frustration and confusion are common emotions associated with change. A successful change agent educates people about what to expect from the change process and provides them with the necessary tools and information to accept and/or bring about change.
- **A change agent is a *MARKETER*.**
The skillful marketer creates the belief that participating in the change will benefit the community. The change agent applies social marketing techniques which include free, earned and paid media.
- **A change agent is a *MOBILIZER***
A successful change agent motivates individuals and groups to support and participate in the change process.