



Change Agent Networks are Risk Reducers

By [Marie Paterson](#)

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Change doesn't fail because people resist it.
It fails because we underestimate how personal it is.

Whether you're in healthcare, service delivery, public relations or manufacturing — enterprise change only succeeds when it's translated into local, role-based reality. That's where Change Agent Networks are one powerful method for achieving successful change and become a force multiplier.

Using the Prosci ADKAR model, a customized change agent network helps organizations move from strategy to sustained adoption:

- Awareness: Change agents help answer *why* the change is happening, using language that resonates locally.
- Desire: Trusted peers are far more effective than corporate messages at addressing “What does this mean for me?”
- Knowledge: Change agents reinforce what people need to know, say, and do (and recognize) — at the right time.
- Ability: By supporting practice, preparation, and problem-solving, they help colleagues build confidence and reduce resistance.
- Reinforcement: Recognition, feedback loops, and visible progress keep momentum going after go-live. Change agents carry the torch of how the change went - they become story tellers.

The most effective networks are intentionally designed, not informal:

- ✓ Change agents are selected for influence, not title



- ✓ Multiple roles and settings are represented
- ✓ Feedback flows *both ways*—from leadership to frontline and back again

One simple but powerful tactic?

Old-school, at-a-glance change agent newsletters - did you know Outlook now has a super easy newsletter w/ analytics feature?

Short, focused updates that highlight:

- What's changing next
- Progress "by the numbers"
- Team wins and early adopters
- Individual contributions
- What we're hearing—and what's being done

These moments of visibility reinforce effort, normalize learning, and remind people they're not navigating change alone. And if you are in service, retail, manufacturing postings are still a thing - old school but effective. This way you reach your mobile, desk, and frontline team members with the same message.

Bottom line:

A change agent network isn't extra work—it's risk reduction.