

## Agents of Change

### Ian Roughsedge of Changefirst, Australia

This is the 11th in the series that features change executives sharing their experience with you.

This month's agent is Ian Roughsedge – who is a Director of Changefirst Australia.

### What are the 3-5 most important pieces of advice you would give other change agents for them to be successful?

1. Identify and develop your change network. You can't do it all and everyone has a role to play.
2. Contract with your key sponsors. Helps avoid frustration and disappointment from all parties.
3. Spend the time upfront clearly defining the change. It will ensure you get a greater Return On Effort.

### What are the key issues you will be working on in 2009?

- Expanding the Changefirst client base throughout Australia & New Zealand
- Educating Leaders to understand how critical their active sponsorship role is to change success
- Continuing to build the internal change management capability of our clients in the region

### The Life of Ian Roughsedge

- Current job: Director, Changefirst Australia
- Status: Married
- Lives: Melbourne, Victoria, Australia
- University: Swinburne, Melbourne
- First job: Paper boy
- Favourite Business Book: Execution: The Discipline of getting things done
- Favourite Business Gadget: Blackberry