LEADERSHIP FRAMEWORK · AMARA OKAFOR

The 4R Change Framework

Four moves managers make to keep their teams focused, calm and staying when priorities, structures or leaders change.

USE IT WHEN

A merger, restructure, new leader or new strategy lands, and your team hears about it before they understand it.

1 Reason

Explain why the change is happening in one sentence your team can repeat.

ASK

Can every person say why, in their own words?

DO THIS WEEK

Write your one-message change line

YOU'LL SEE

Fewer rumours, fewer repeat questions

2 Roles

Show each person what changes for them, and what stays the same.

ASK

Does each person know what's theirs now?

DO THIS WEEK

A 15-minute one-to-one with each report

YOU'LL SEE

Work keeps moving through the change

3 Rhythm

Set a steady beat of updates so silence never fills with worry.

ASK

When will they hear from me next?

DO THIS WEEK

A fixed weekly 10-minute team update

YOU'LL SEE

Calmer meetings, earlier warnings

4 Recognition

Notice the people carrying the change, out loud and often.

ASK

Who went beyond this week, and do they know I saw it?

DO THIS WEEK

Thank two people by name, with specifics

YOU'LL SEE

Your best people stay

FOR

Managers and team leads going through a merger, restructure or new leadership

DELIVERED AS

Keynote: Leading Through Change · Workshop: The First 90 Days

TOOLS INSIDE

One-message line · Change one-to-one script · Weekly update template

87%

of managers still use at least one 4R tool 30 days later