

Change Is Inevitable. Misalignment Doesn't Have to Be.

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ABOUT THE EVENT

Change Doesn't Fail Because of Resistance

As organizations navigate AI adoption, reorganizations, leadership transitions, and evolving business priorities, one challenge remains consistent: creating alignment. Learn the four behaviors that help leaders reduce resistance, increase adoption, and help teams move through change together.



KEY TAKEAWAYS

People Resist Misalignment, Not Change

Most employees aren't pushing back on the change itself. They're reacting to a lack of clarity around where the organization is going, why the change matters, and what success looks like. Alignment creates confidence; ambiguity creates resistance.

The Why Matters More Than the Announcement

Employees need more than information. They need context. The most successful change leaders clearly communicate the problem being solved, the desired future state, the supporting evidence, and why action is needed now.

Alignment Happens in Everyday Decisions

A kickoff presentation doesn't create alignment. Alignment is built through meetings, conversations, decisions, and follow-through. Every interaction either reinforces or weakens a team's shared understanding.

Priorities Reveal the Truth

Organizations signal what matters through resources, trade-offs, and leadership attention. When new initiatives are added without removing competing priorities, employees struggle to fully commit to change.

🔥 "People don't resist change. They resist change without alignment."

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ACTION ITEMS



Craft a Better Change Story

Before introducing a change, make sure leaders can clearly answer:

- What problem are we solving?
- What does success look like?
- Why now?
- Why does this matter to employees?

A compelling why increases openness to change.



Communicate More Than Feels Necessary

Most leaders underestimate how often important messages need to be repeated. Reinforce change messages through meetings, one-on-ones, team updates, and informal conversations to build understanding and trust.



Use the 4P Meeting Framework

Start important meetings by aligning on:

- Purpose: Why are we here?
- Product: What outcome do we need?
- People: Who needs to be involved?
- Process: How will we get there?

A few minutes of alignment can prevent weeks of confusion.



Create an Early Visible Win

Identify one small but meaningful success that employees can see quickly. Celebrating visible progress builds momentum, reinforces confidence, and demonstrates that the change is delivering value.

Explore our [AI for HR content hub](#) for tools, insights, and strategies to help you navigate AI adoption.



“Alignment is a shared understanding of where we’re going, why we’re going there, and what each of us needs to do next.”

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Create Alignment Faster Through Change

Change is no longer a temporary phase. It’s a permanent operating condition. Equip leaders with practical tools to communicate change effectively, align teams around priorities, and sustain adoption through uncertainty.

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