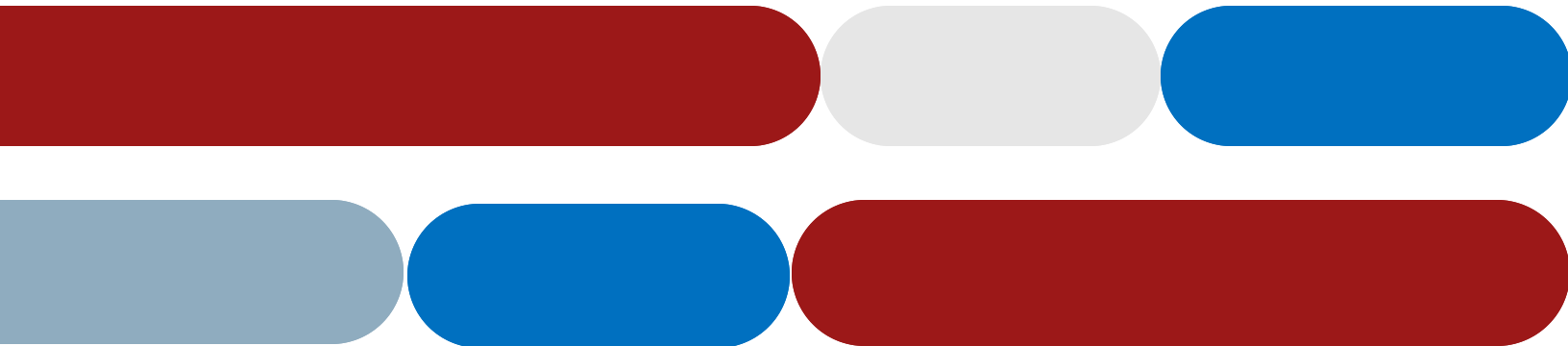


# Change Fatigue vs. Change Fitness: A Canadian Productivity Challenge

Deep dives into productivity futures



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## 01

# Executive Summary



Across Canada, organizations are transforming at unprecedented speed, digital modernization, restructuring, climate adaptation, hybrid work. But as transformation becomes constant, a new paradox emerges: more change, less energy.

This white paper examines how change fatigue quietly erodes productivity, innovation, and morale, and how change fitness, a structured capability for adaptability, can help organizations sustain performance through continuous transition.

The CPC Change Fitness Framework offers practical guidance for building clarity, capacity, continuity, and connection — the 4Cs of productive change.

## The Context: The Productivity Cost of Constant Change

### The Change Paradox

Canadian organizations are among the most reform-driven in the OECD, yet productivity has barely grown in a decade.

According to the Bank of Canada's 2024 Productivity Report, multiple overlapping initiatives, digital, structural, policy, often lead to initiative overload, not efficiency.

"We keep launching change projects, but few stick long enough to deliver impact."

— HR Director, Public Sector Interview (CPC Study, 2025)

### Understanding Change Fatigue

Change fatigue occurs when employees experience prolonged uncertainty, inconsistent direction, and insufficient recovery between initiatives.

Symptoms include:

- Rising cynicism and "initiative blindness"
- Slower decision-making
- Burnout masked as compliance
- Decline in innovation and engagement

In a 2024 national survey by Ipsos, 64% of Canadian employees said they feel their organization "changes faster than it communicates."

The cost is measurable: delayed projects, quality declines, and lost institutional knowledge.

# 02

## The Shift: From Fatigue to Fitness



Change fitness is the organizational capacity to absorb, adapt, and thrive through change without losing performance.

It's not a fixed trait, it's built through systems, leadership behaviors, and deliberate design.

Characteristic	Change Fatigue	Change Fitness
Energy	Depleted	Renewed through focus
Mindset	Resistant	Curious and adaptive
Structure	Overcontrolled	Flexible within clear boundaries
Communication	Sporadic	Consistent and multi-directional
Leadership	Top-down	Distributed and empowering

### Why It Matters for Productivity

Change fitness enables organizations to:

- Maintain clarity under uncertainty
- Reduce performance volatility during transitions
- Protect employee wellbeing, and therefore performance
- Adapt faster to policy or market shifts

Organizations that sustain productivity during change don't avoid turbulence, they learn how to ride it.



# 03

## The CPC Framework: The 4Cs of Change Fitness

CPC’s Change Fitness Framework identifies four pillars essential for sustaining productivity through transformation.

Pillar	Description	Example Practice
Clarity	Define what’s changing, why, and what stays constant.	Change maps, visual roadmaps, plain-language FAQs.
Capacity	Balance workloads and recovery to avoid burnout.	Pause low-impact projects; rotate responsibilities.
Continuity	Protect mission-critical workflows and standards.	“Continuity owners” during restructuring.
Connection	Maintain human trust and collaboration.	Team rituals, peer learning circles, visible leadership.

Organizations strong in all four Cs show higher performance consistency during large-scale transformation efforts.





# 04

## Case Example: Public Sector Restructuring Without Drop-Off

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During a major reorganization, a Canadian government department applied CPC's Transition Readiness Checklist and 4C framework.

- Staff understanding of priorities rose from 41% to 76%.
- Burnout indicators fell by 13 percentage points.
- Service turnaround times returned to baseline within nine months.

Their secret: small, disciplined routines, weekly pulse huddles, clear "must-continue" workflows, and rapid response to feedback.

When everything changes, clarity becomes the anchor of performance.

# 05

## Building Change Fitness: What Leaders Can Do

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### **Normalize Recovery**

Schedule "stabilization periods" between major changes. Reflection time is not a delay, it's an investment in future performance.

### **Measure Readiness, Not Just Results**

Use the Transition Readiness Checklist quarterly to monitor organizational energy, communication, and capacity.

### **Train Managers as Sensemakers**

Middle managers must translate strategic shifts into local clarity. Equip them with micro-tools, check-in templates, clarity maps, pulse scripts.

### **Rethink Metrics of Success**

Add "adaptation quality" indicators (e.g., clarity of communication, engagement retention) to change dashboards. What gets measured improves.

### **Communicate Continuity as Much as Change**

People handle uncertainty better when they know what won't change.

Balance your transformation narrative with messages of stability.

# 06

## Policy and System Implications

### For Organizations

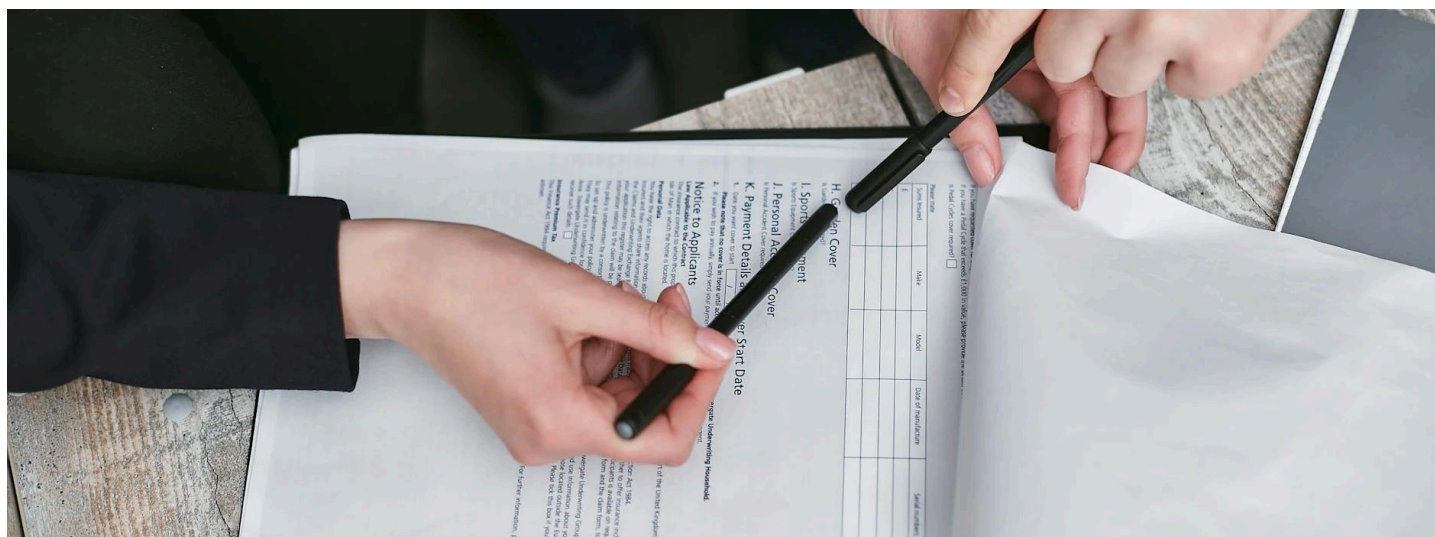
- Integrate change fitness into leadership frameworks and performance development.
- Treat adaptability as a measurable skill, not a soft one.

### For Policymakers

- Recognize the productivity impact of organizational fatigue.
- Incentivize workforce recovery, mental health, and sustainable work design.

### For Canada's Productivity Agenda

- Systemic productivity depends on resilient systems, not endless reforms.
- Building national capacity for adaptive change will improve both output and wellbeing.



# 07

## Conclusion: Productivity Through Resilience



Change fatigue is not a leadership failure, it's a design failure.

Canada's most productive organizations are those that manage transitions as carefully as operations.

By embedding change fitness into planning, communication, and performance systems, organizations can transform faster and sustain excellence.

Resilience is not bouncing back, it's moving forward without breaking stride.

# 08

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