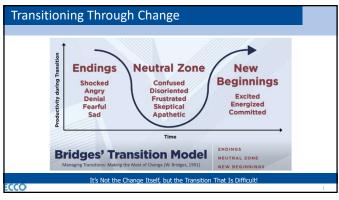




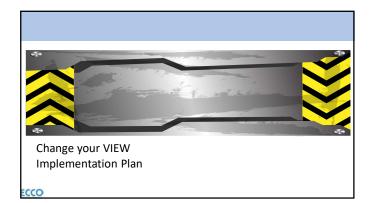
## Why Do We Resist Change?

- We don't understand why; the purpose and need is not clear
- · We don't think it is necessary
- $\cdot \;$  We don't want the change, it disrupts our routines, habits, etc.
- We are not involved it is 'done' to us, not with us
- We have had previously bad experiences

## ECCO



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## How Do We Implement Change?

- 1. Make the Case for Change
- 2. Create a Vision
- 3. Engage Others

ECCO

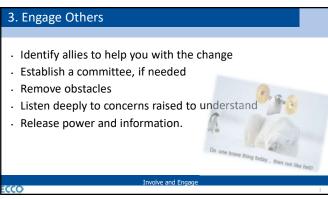
8

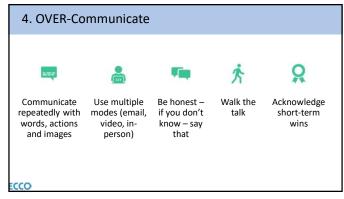
- 4. Communicate Effectively
- 5. Make Sure the Change Sticks

PLAN for Suc

1. Make the Case for Change Establish Make a Assume it Demonstrate Propose urgency compelling will **not** be empathy next steps explanation wellreceived ECCO 9

## 2. Create a Vision What is the desired state? Brief explanation; create your "elevator speech" < 2 min.</li> Use metaphors, analogies, pictures Practice it and get feedback







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