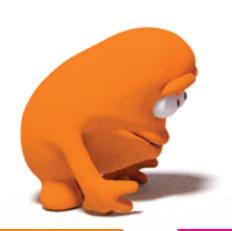




Four steps to dealing with resistance to change









understand **Identity**

Anticipate the likely response. Understand how it is affected by:

- Personality type
- Personal aims and wishes
- Habits
- · Emotional strength

EVOLVE manage **Expectations**

Explain clearly why the change is needed and:

- · Encourage objectivity
- Establish immediate priorities
- Empower individuals

VERY communicate the **Vision**

Communicate the change early. Be open and honest about it so others can:

- See change coming
- Establish a vision for the future
- Share the vision

SLOWLY deliver the Strategy

Make a good plan and stick to it so everyone knows where they stand. Define:

- Where are you at the moment?
- Where you want to be?
- When do you want to be there?
- · Why do you want to be there?

