

Define the Change

Change is simply moving from a current state to a future state. Starting with a clear, compelling definition of the to-be state is crucial.

What is changing?

- What does the future state look like when we are successful?
- What do individuals need to do differently?

Why is it changing?

- Are there consequences to not changing?
- What's in it for me?

What is success?

- How long will this change take?
- What milestones will measure our progress?