

# 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 the answer to What's in it for me?

## What is success?

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