

## Change Formula

$$\mathbf{C = D \times V \times FS > R}$$

**Change (Happens When) Dissatisfaction x Vision x First Steps (Overcomes) Resistance**

## Change Formula Worksheet

<b>Change</b> = (happens when)  <i>How would you describe the change you desire?                      How is it different from the way things are now?</i>	<b>Dissatisfaction</b> X  <i>Are the key stakeholders dissatisfied with how things are? How can you increase dissatisfaction with the current situation?</i>	<b>Vision</b> X  <i>Is there a vision for how things can be different? How can you cast the vision in a compelling way that motivates change? Why is it better?</i>	<b>First Steps</b> > Overcomes  <i>What needs to happen next? How can those next steps be acted upon?</i>	<b>Resistance</b>  <i>What kind of resistance can be anticipated? How can the resistance be reduced? How can it be overcome?</i>

## Stakeholder Analysis

Stakeholder	Stop it	Let it	Help it	Make it	Influence Strategy
Mr. Sample	X	→ O			Meet for lunch one-on-one. Listen carefully to objections. Present benefits of change. Ask for support with board, if required.

### INSTRUCTIONS:

1. Name individuals or groups of people who have a stake in the change being planned.
2. Place an "X" in the column that best describes your assessment of that stakeholder's position in regard to the change. Decide if they are in a position to "stop it" from happening, "let it" happen, "help it" happen or "make it" happen.
3. Place an "O" in the column that describes the position you need for them to take in regard to the change.
4. Draw an arrow from the "X" to the "O" to help visualize the direction of the move in position you desire.
5. Write down your next steps for influencing each stakeholder to move from their current position to the desired position.