



## Intervention

Co-workers event

## Change Phase

AWARENESS / INTEREST

## Description

This really has to be an event! Get as many co-workers as practically possible into the same room (in or outside the company), and in a fun way, communicate the change message and the plans for the future. Let them experience some things related to the change (a fun exercise that focuses on a new skill, some new fancy technology, etc.). Often, this will take two or three hours or as much as half a day. It has to be concise and powerful.