



## Intervention

### Launch a metaphor

## Change Phase

AWARENESS / INTEREST

## Description

Try to find a metaphor, which contains the core messages you want to get across. Then repeat this metaphor often in different interventions. For example: change is like a journey. We have to define where to go, and which route we will take. During the journey, we will have to keep our spirits high and as journey leaders, we have to watch out for our people. Are they still with us? Did we forget anyone at the previous stop? Are they feeling OK, and how are they getting along?