

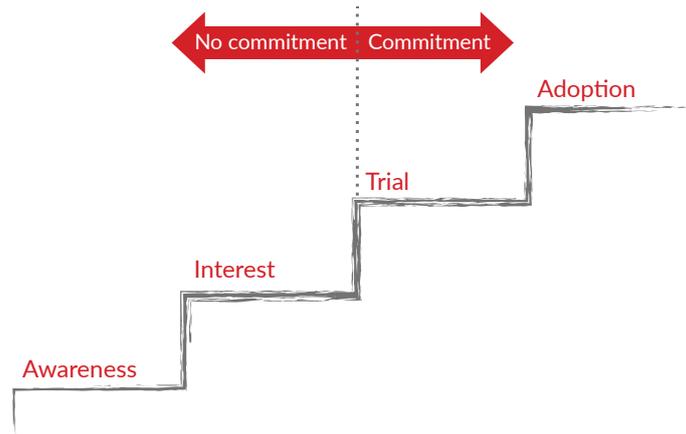
Why

Because 70% of all planned and desired change still fails to become reality. This is a key reason why people become disengaged. The modern age needs leaders who are skilled in leading people into a new mindset and adapting to a world that will never stop changing.

How

We focus on creating awareness of what people need to handle constant change more effectively. During a two-day interactive training session we focus on skills and practical tools to create awareness, stimulate interest, facilitate trial and structure adoption.

THE 4 STEP MODEL OF CHANGE



What

	Day 1	Day 2
Morning	Introduction: familiarize participants with the phases of change by traveling through the land of the never-ending story (a change journey specifically designed to allow people to experience the different steps within a change process).	Explore ways to influence forces, familiarize participants with the tool card set, that is, all kinds of practical tools, methods, ideas, etc. to shape awareness, interest, trial and adoption. Practicing core interventions using real cases.
Afternoon	Analyze the change field: what are the forces that must be managed in order to be successful? We offer two analytical methods: Method 1: rational force field analysis applied to a real case.	Make a change action plan, plan interventions within a timeframe to actively influence and master different forces leading to the realization of the change. Although it is not always useful to systematically plan a change process this exercise creates a lot of awareness and improves knowledge and skills around what to do when something turns up that blocks the change flow. Often the plan ultimately turns into a navigation board representing the forces and how to monitor them. Wrap-up.
Early evening	Method 2: Intuitive force field analysis aligning forces in a physical space.	