



Intervention

Using the management funnel

Change Phase

PREPARING / AWARENESS / INTEREST

Description

Use the management funnel with a group to formulate clear facts (asking for change), a thriving ambition, and relevant criteria among people who can find solutions to shape the change on a more operational level. This is a very useful approach to make sure that you build the same analysis of the problem, the final output goals, and the playing field you can/want to offer.

You can also use a prepared funnel to present the problem, the change you want, and the playing field to a certain audience.