



Intervention

Regularly review the change field by using the bell curve

Change Phase

INTEREST / TRAIL / ADOPTION

Description

Within the leading team for this change, go back to your first analysis of the change field and evaluate how different forces are changing in the right direction or not. It is a kind of stop and check system. Are we moving in the right direction? Are there any agents or factors that need more intention to be influenced in the right way? Revise your change plan, if necessary. You can use the bell curve to have a look at how you are doing concerning early adopters, early majority, late majority, and resisters.