The Three-Step Process to Changing Behaviour:
- Unfreezing
- Moving
- Refreezing

Successful Methods:
- Empathy and Support
- Communication
- Participation and Involvement

Steps to Transform Organizations:
- Establish a sense of urgency
- Form a powerful guiding coalition
- Create a vision
- Communicate the vision
- Empower others to act on that vision
- Plan for and create short-term wins
- Consolidate improvements, produce still more change
- Institutionalize new approaches

_warning: Successful Change is meaningful: the affected have to become participants_