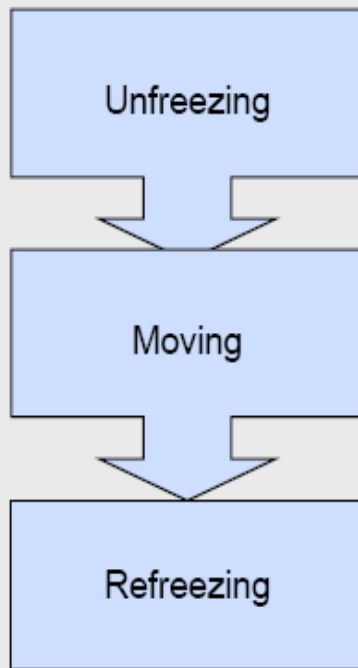
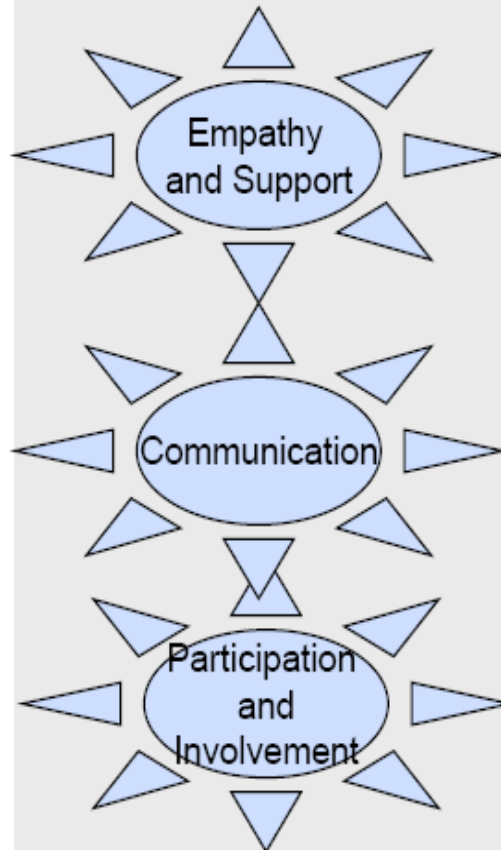


Thee Step Process to Changing Behaviour



Successful Methods



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

➡ Successful Change is meaning: the affected have to become participants