

## The Seven Dynamics of Change

1. People will feel awkward, ill-at-ease and self-conscious.  
Key Strategy: Communicate the change.  
Common wonder: "I wonder if I'll ever get used to the new way."
2. People will think about what they **give up**.  
Key Strategy: Don't try to sell the benefits of the change effort initially. Legitimize the losses, and allow them to mourn.  
Common wonder: "I wonder how I'll get along without \_\_\_\_\_." (fill in the blank!)



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3. People will feel **alone** even if everyone is going through the change.  
Key Strategy: Structure activities that create involvement. Encourage them to share ideas and work together to help each other.  
Common wonder: "I wonder why I'm the only one in this mess."
4. People can handle only so much **change**.  
Key Strategy: Set priorities, and go for the long run.  
Common wonder: "I wonder when they'll stop changing the rules on me."



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5. People are at **different** levels of **readiness** for change.  
Key strategy: Don't label or pick on people.  
Recognize that some people are risk-takers and others take longer to feel secure.  
Common wonder: "I wonder if I'll ever catch up."
6. People will be concerned that they don't have enough **resources** (Time, money, skills, etc.).  
Key Strategy: Encourage creative problem solving.  
Common wonder: "I wonder where I'll ever find what I need."



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7. If you take the pressure off, people will revert back to old **behaviors**.

Key Strategy: Keep a focus on maintaining the change, and manage the journey.

Common wonder: "I wonder what that was all about."



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