



## PLAN THE WORK

NAME THE CHANGE

Design the strategy  
Prepare the team  
Develop sponsorship model  
Take action!

## WORK THE PLAN

REINFORCE THE CHANGE

Collect and analyze feedback  
Diagnose and manage resistance  
Implement corrective action  
Celebrate success along the way!

## MANAGE RESULTS

SUSTAIN THE CHANGE

Perform after-action reviews  
Document lessons-learned & outstanding issues  
Transfer CM to operational managers  
Celebrate a successful transition!