

Driving Change

Action Steps

1. Think of an organizational change that your organization is undertaking. List some of the steps the organization has taken to turn resisters in to doers.

2. Now rethink the steps that have been taken, in light of what you learned in the article. Has the organization been using persuasion techniques or activation techniques? If it has used persuasion techniques, brainstorm activation techniques that might be more effective:

3. Now go back to the list of Activation techniques in the article, and list some that could be added to your organization's current change efforts.
