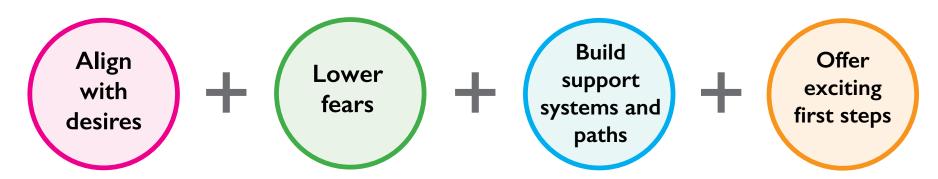
The Changeology model

A simple, universal model of change project design.

Your change project will:



Your project should harness people's intrinsic desires for betterment in their own lives and places (their positive values). But beware of trying to alter people's values: don't try make them want what you want! That will generate denial and resistance. Help people overcome their anxieties by expanding their comfort zones (aka self-efficacy). There are lots of ways: familiarity, ease, autonomy, social norms, and more. Successful projects create or modify people's environments to create attractive paths that allow people to achieve their desires in easy, positive and healthy ways (for example: for people to cycle, they need cycle paths that are safe, attractive and deliver them to their destinations). Successful projects present exciting invitations and opportunities for people to take their first steps on the journey of change.

Here is where most work occurs in a change project.

More at <u>www.changeology.com.au</u>