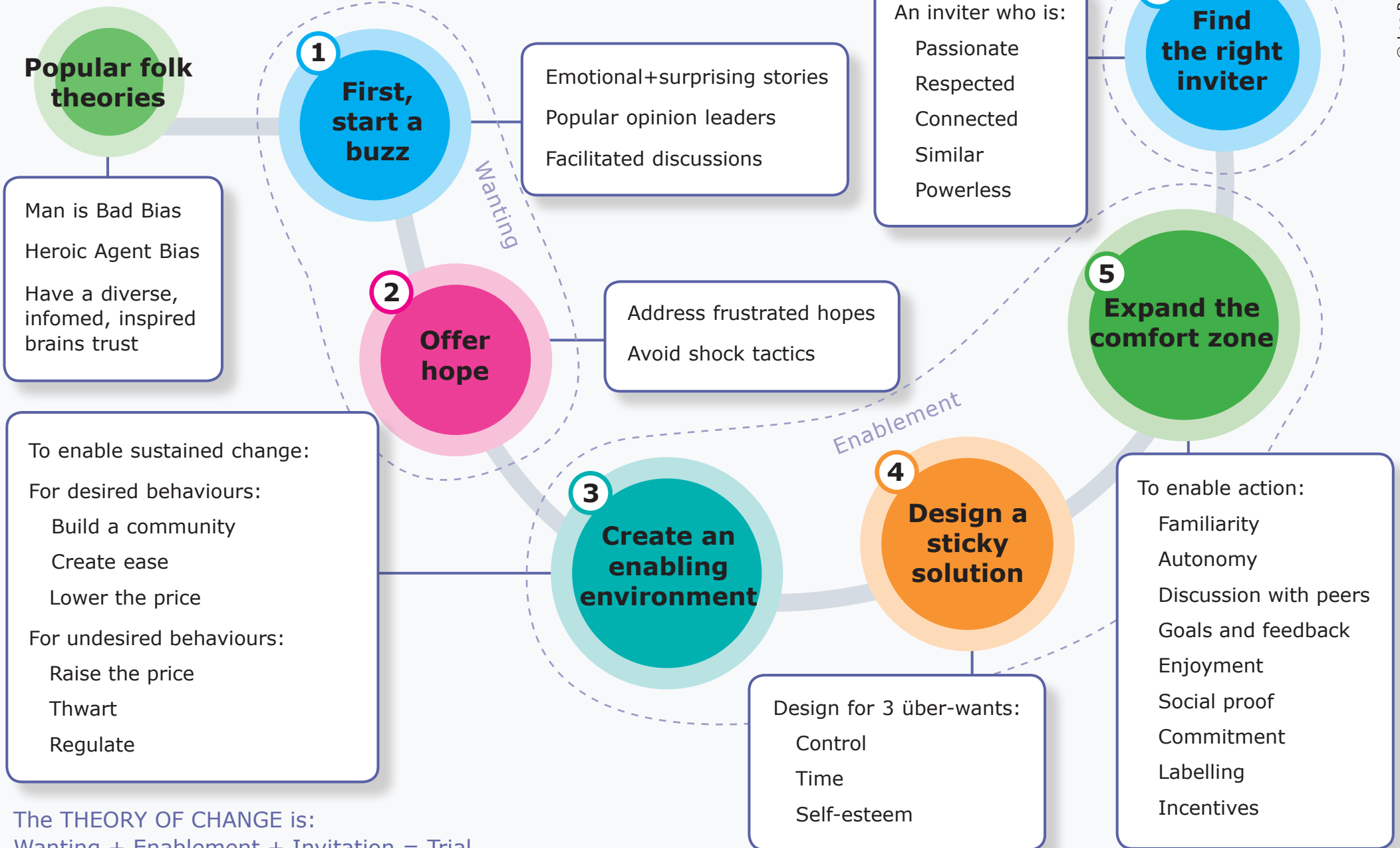


# A Map of Changeology

The practice of enabling people to do things they've never done before.



The THEORY OF CHANGE is:

Wanting + Enablement + Invitation = Trial

Trial + Satisfaction = Sustained adoption of new practices

For more: [www.enablingchange.com.au](http://www.enablingchange.com.au)