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# How to encourage change?

That's why we're giving you three practices to encourage and make change work 👉🏼



✦ Did you know that a staggering **70% of change programs fail**?*
**Source: McKinsey*

**01** **Build a Support Coalition**
Gather people with credibility, expertise, and influence to drive change together. Foster open collaboration and create an environment where everyone's ideas are valued.

**02** **Enable Action by Removing Obstacles**
Eliminate barriers, provide resources, and foster empowerment. Delegating authority and creating an environment of trust and psychological safety allow people to experiment without fear of failure

**03** **Generate Short-Term Wins**
Celebrating small successes builds momentum and boosts motivation. Publicly recognizing achievements encourages participation and strengthens confidence in the possibility of change.

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# 3 Steps to Drive Change

Materials Needed: This sheet of paper and a pen.

## 01 Build a Coalition

Identify at least five key stakeholders relevant to your change challenge. Next to each name, specify how they can be involved, what reputation they bring, and what “enabling power” they can exercise.

## 02 Enable Action and Remove Obstacles

List five obstacles that currently hinder change. For each obstacle, explain why it blocks your project, what you can personally do to overcome it, and which stakeholder could help you and how.

## 03 Generate Short-Term Wins

Identify three small wins already achieved (or upcoming). For each, highlight how to celebrate it in a meaningful and motivating way, how to leverage it to expand future success, and which additional "wins" you plan to celebrate similarly.