

# THE FORMULA FOR CHANGE

$$(D \times V) + f > R$$



**Dissatisfaction**  
with the status  
quo



**Vision**  
of a positive  
future state



**First Steps**  
in the direction  
of the vision



**Resistance**  
to change

This concept was first created by David Gleicher in the 60's but redefined and popularised by Kathleen Dannemiller.