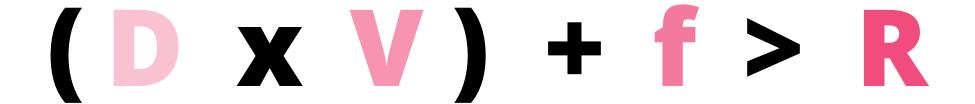
THE FORMULA FOR CHANGE





Dissatisfaction with the status quo



Visionof a positive
future state



First Steps
in the direction
of the vision



Resistance to change

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

