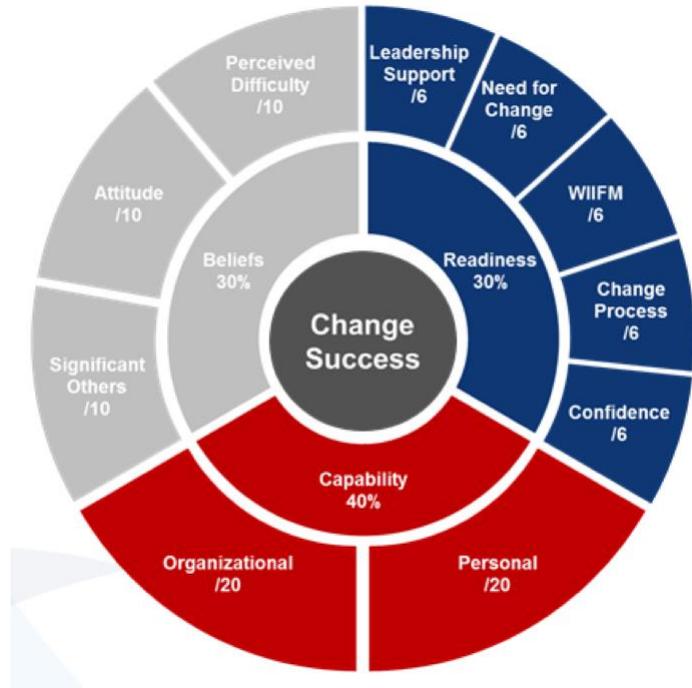


CHANGE SUCCESS MODEL

Focus: _____



$$R \times C \times B = CS$$

Readiness

Capability

Beliefs

Change
Success

$$\frac{\quad}{10} \times \frac{\quad}{10} \times \frac{\quad}{10} = \frac{\quad}{1000}$$

TOP THREE ACTIONS	
1.	
2.	
3.	

CHANGE SUCCESS DESCRIPTIONS

READINESS

1. **Leadership support** – to what degree does the leader of the change initiative visibly (and emotionally) support the change initiative?
2. **Need for change** – to what degree do the change participants believe that there is a quantifiable need for improvement between the Now and the Where with regard to the change initiative?
3. **WIIFM** – to what degree do the change participants see the benefit for themselves in participating in the change initiative?
4. **Change Process** – to what degree do the change participants believe that the change process being used is the most appropriate for the change initiative?
5. **Confidence** – to what degree do the change participants have the self-confidence and confidence in the organization to achieve what is needed in the change initiative (past experience has a bearing on this perception)?

CAPABILITY

1. **Personal capability** – to what degree do the change participants believe that they have the capacity to perform in a reliable and satisfactory way in their relevant task required by the change initiative? Keep in mind that there are two dimensions to capability, operational (capabilities that are required to earn a living) and dynamic (capabilities that enable you to improve how you earn a living).
2. **Organizational capability** – to what degree do the change participants believe that the organization has the capacity to perform in a reliable and satisfactory way in the relevant tasks required by the change initiative? Keep in mind that there are two dimensions to capability, operational (capabilities that are required for the organization to operate successfully) and dynamic (capabilities that enable the organization to improve the success of the organization).

BELIEFS

1. **Significant others** – to what degree do the change participants believe that the people significant to them think their participation in the change initiative is important?
2. **Attitude** – how strong is the change participants' attitude to the change initiative?
3. **Perceived difficulty** – to what degree do the change participants feel that they have everything they need to be able to achieve the required task(s)?