

5 Stages of Change

1 FREEZE



"Change? What change? I haven't heard anything and I don't want to"

2 RESIST



"Why are we doing this? I don't want to, it's not good for..."

3 SURVIVE



"This too will pass and I will still be here ...I'll live"

4 EXPLORE



"What do I need to do? How can we leverage...?"

5 THRIVE



"We will ROCK the competition with this new strategy. We can do anything!"