Increasing likelihood of change success tenfold sounds pretty good. Grenny, Maxfield, and Shimberg discovered how to do just that. They make a crucial distinction between increasing motivation (building the desire to change) and increasing ability (giving people the tools, skills, and knowledge they need to change). Both motivation and ability can be increased at the individual, social, and structural levels—generating six distinct sources of influence.

Research shows that using four or more of these six approaches makes change initiatives 10 times more likely to succeed. How many are you using?