


Making Change Stick

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Partnering Resources



*Using **4+** techniques leads to
10 times greater likelihood of success*

Grenny, Maxfield, & Shimberg, *MIT Sloan Management Review*, Fall 2008



Ways to Create Change

Individual

Social

Structural

MOTIVATION

ABILITY

Individual: Increase staff motivation and ability to change

Social: Create social networks and relationships that value and reward change

Structural: Ensure that the environment supports change



INFLUENCING CHANGE AT THE INDIVIDUAL LEVEL



I-M: Link to Mission & Values



Link to
Mission and
Values

For Individual Motivation

Help people link change to the mission and values



I-A: Overinvest in Skill Building



Overinvest in
Skill-Building

For Individual Ability

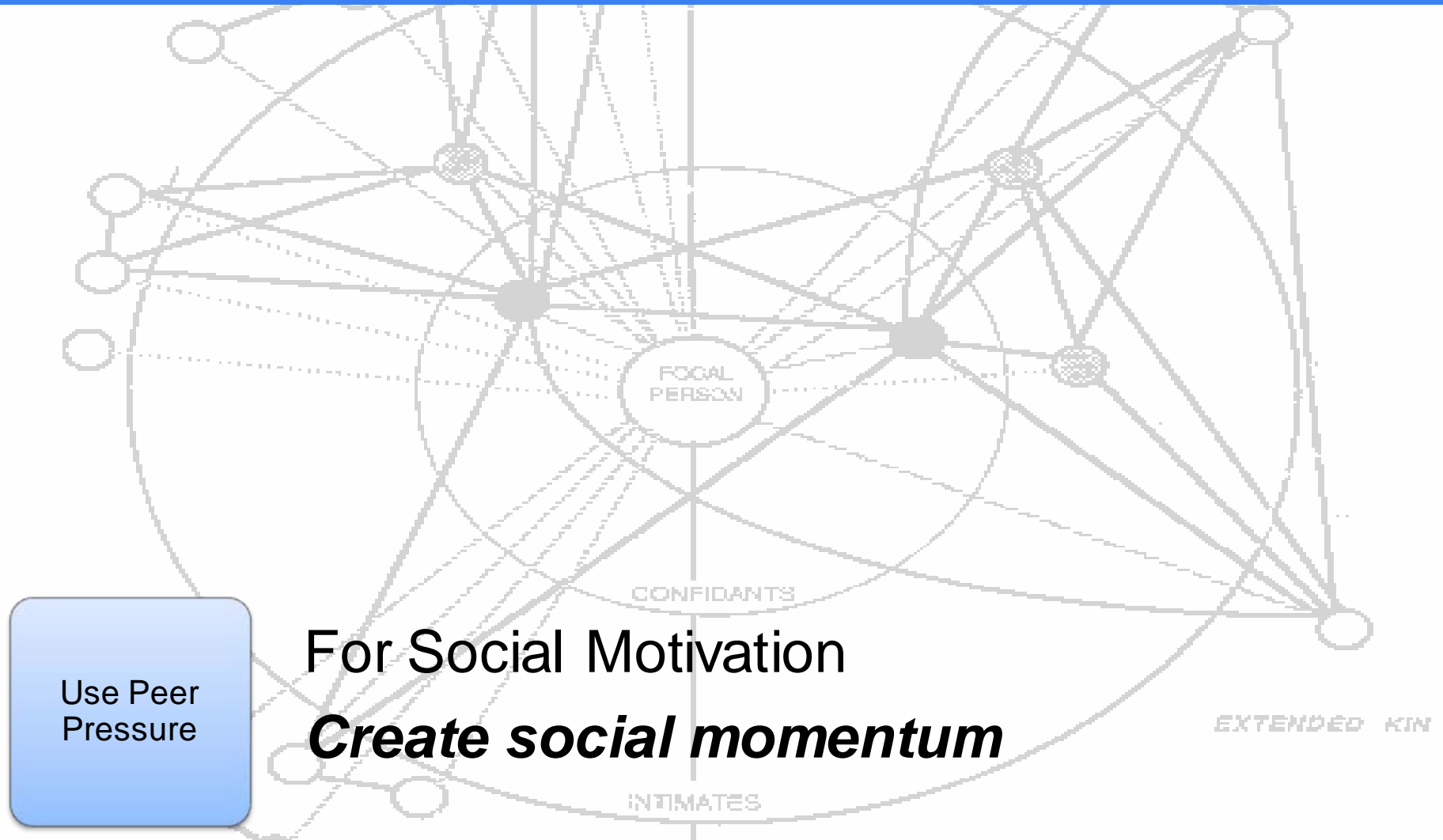
Help people build skill over time



INFLUENCING CHANGE AT THE SOCIAL LEVEL



So-M: Use Peer Pressure



So-A: Create Social Support



Create Social
Support

For Social Ability

***Make sure support is there
when people need it***



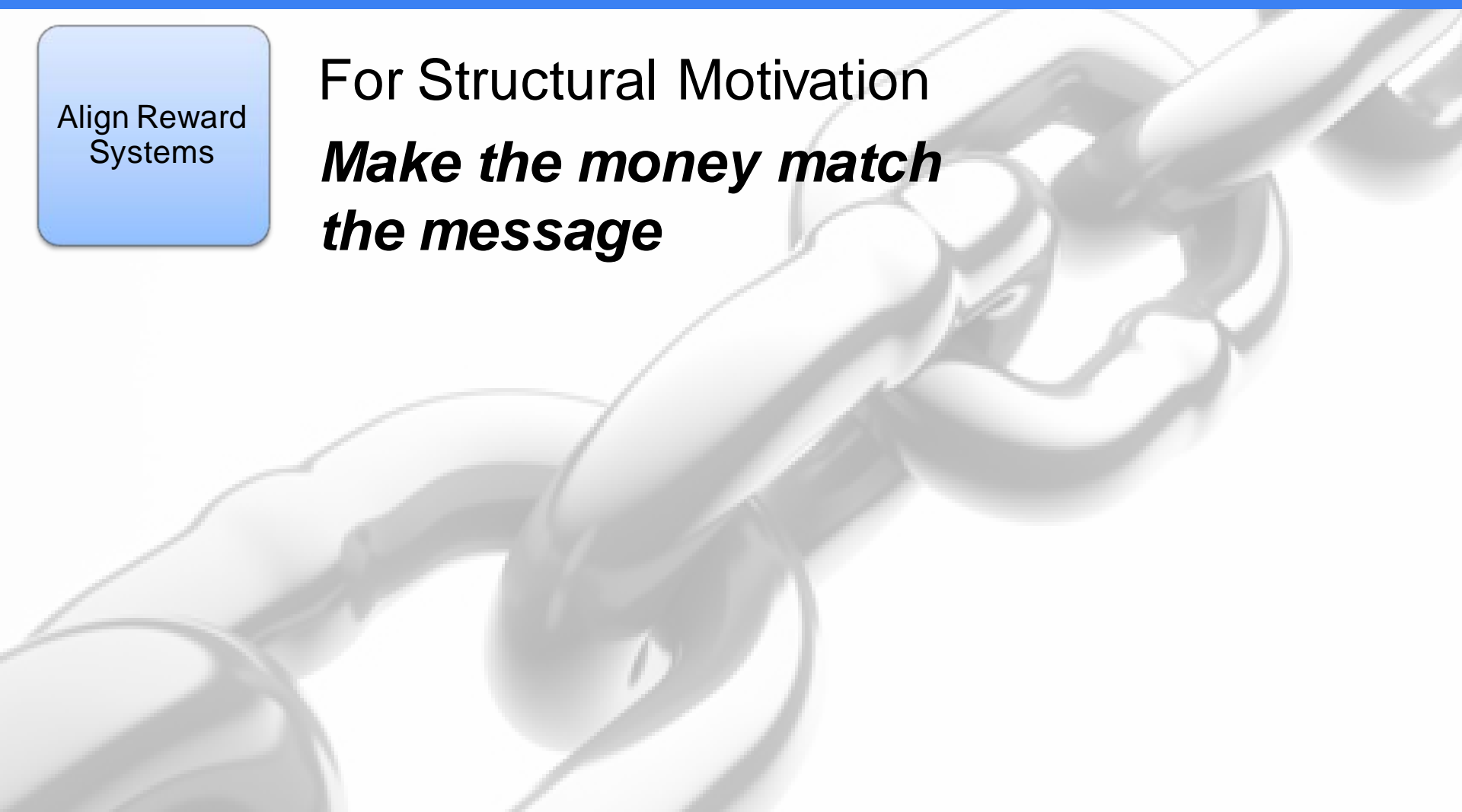
INFLUENCING CHANGE AT THE STRUCTURAL LEVEL



St-M: Align Reward Systems

Align Reward
Systems

For Structural Motivation
***Make the money match
the message***



St-A: Change the Environment

Change the
Environment

For Structural Ability

Make the environment match the message



WHERE TO GO FROM HERE



Learn More

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