

Contents

| | |
|---|----|
| 1. Establishing Guidelines and Assigning Accountability | 1 |
| 2. Identifying the Key Outcomes, Strategies, Initiatives, and Business Objectives | 7 |
| 3. Articulating the Compelling Message | 17 |
| 4. Change Readiness Assessment | 23 |
| 5. Change Risk Assessment | 31 |
| 6. Change Style Assessment | 41 |

<http://www.pbookshop.com>