



Leading change: Lead with WHY

Use this sheet to plan your own compelling narrative for change.

1. What change do you want to be made?

What is it that you want people to do? Try to focus more on the new way of working you want to see, rather than the current situation.

2. Why does this matter to you?

Why are you committed to making a success of this? What most excites you about it at a personal level?

3. Who do you need to get on board?

Who do you need to take action, to accomplish this change? What is their perspective on the current situation? What values would motivate them to commit to this change?