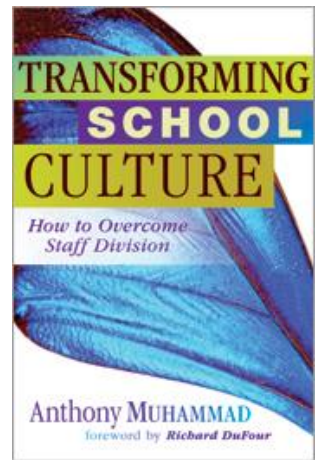


Change is not easy

“Drop Your Tools” Research



- People persist when they are given no clear reason to change.

Strategy: Make a clear case for change.

- People persist when they do not trust the person who tells them to change.

Strategy: Develop relationships and do not ostracize people.

- People persist when they view the alternative as more frightening.

Strategy: Increase capacity and consider the context.

- People persist when they think that to change might mean admitting failure.

Strategy: Monitor strongly.

—From *Young Men and Fire* (Maclean, 1993)