

# FIVE STAGES OF CHANGE

## STAGE 1: GETTING CLEAR

Key Actions:

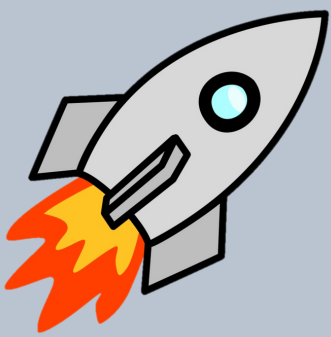
- Ensure the WIG is clear and concise.
- Identify the lead and lag measures.
- Create a players scoreboard.
- Schedule and commit to weekly WIG sessions.



## STAGE 2: LAUNCH:

Key Actions:

- Requires focus and energy - especially from the leader.
- Remain focused and implement the 4DX process as the whirlwind is in full force.
- Identify your models (20%), potentials (60%), and resisters (20%).



## STAGE 3: ADOPT

Key Actions:

- Adhere to the 4DX process, then on results.
- Hold weekly WIG sessions (commitment and accountability).
- Update scoreboard and make adjustments as needed.
- Praise those who are “trying” and ensure to train and mentor them and reassure the resisters.



## STAGE 4: OPTIMIZATION:

Key Actions:

- Team members are committed to the plan and are engaged, moving the lead measures.
- Celebrate successes, encourage collaboration, and recognize hard work.
- Recognize when potentials become models.



## STAGE 5: HABITS

Key Actions:

- Behaviors become embedded in the day-to-day procedures.
- Celebrate the accomplishments of the WIG.
- Start over again with a new WIG.

