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- 1 *Expect* resistance.
 - 3 Remember the “20-50-30 rule.”
 - 5 Explain the rationale for change.
 - 7 Choose your opening moves carefully.
 - 9 Provide a clear aiming point.
 - 11 Take care of the “me” issues.
 - 13 Seek opportunities to involve your people.
 - 15 Promise problems.
 - 17 Over-communicate.
 - 19 Beware of bureaucracy.
 - 21 Wear your commitment on your sleeve.
 - 23 Alter the reward system to support change.
 - 25 Get resistance out into the open.
 - 27 Make sure people have the know-how needed.
 - 29 Track behavior and measure results.
 - 31 Outrun the resisters.
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