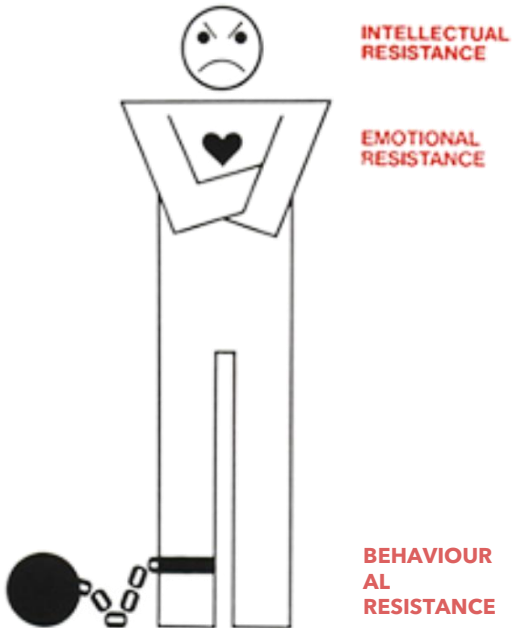


OVERCOMING *RESISTANCE* TO CHANGE



RESISTANCE LEVELS & HANDLING | GUIDE

Levels of resistance	How to create support
Level 1 "I don't get it" <i>Intellectual</i>	• Information - facts, figures, ideas • Explain WHY before HOW • Use language they understand • Use variety of communications channels
Level 2 "I don't like it" <i>Emotional</i>	• What's in it for them • Engage them in process • Be honest about downsides • Build trust and confidence
Level 3 "I don't like you" <i>Personal</i>	• Mea Culpa - take responsibility • Keep commitments • Spend time together • Allow yourself to be influenced, consider worthwhile ideas

Source: Rick Maurer / Actee. www.rickmaurer.com

