

Managing Complex Change



Vision + Skills + Incentive + Resources + Action Plan = *Change*

~~Vision~~ + Skills + Incentive + Resources + Action Plan = *Confusion*

Vision + ~~Skills~~ + Incentive + Resources + Action Plan = *Anxiety*

Vision + Skills + ~~Incentive~~ + Resources + Action Plan = *Resistance*

Vision + Skills + Incentive + ~~Resources~~ + Action Plan = *Frustration*

Vision + Skills + Incentive + Resources + ~~Action Plan~~ = *Treadmill*

Adapted from:

Rich, M. (2009). Proceedings from American Marketing Association: Strategic Marketing. Marshall, MN

Ambrose, D. (1987), "Managing Complex Change." Pittsburg, PA: Enterprise Group