

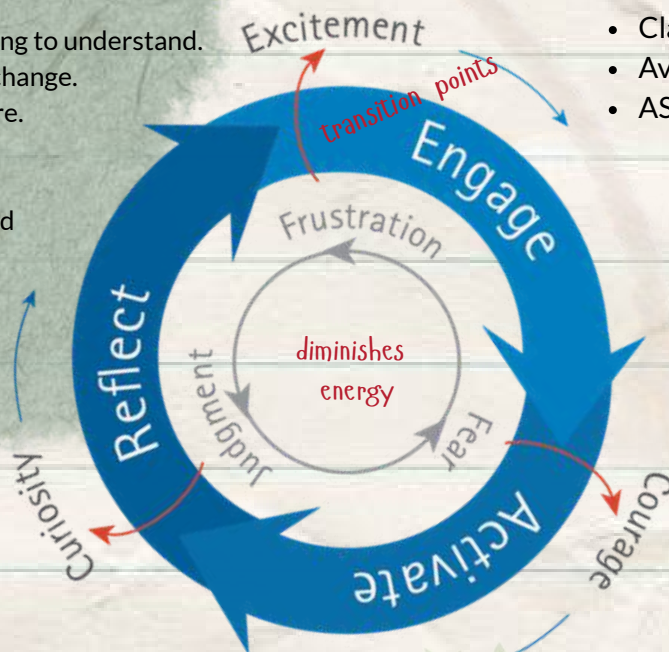
TRANSITION POINTS

the little red arrows

Critical points of leverage

- Frustration keeps us stuck and excitement energises us.
- Fear restricts change and courage allows it to proceed.
- Judgement blocks learning and curiosity breathes new life.
- During uncertainty, transitions are harder.
- Transitions are an individual choice point - people CHOOSE to transform.
- Emotional relevance must be built intentionally through meaning, connection and shared purpose.
- Resistance is NOT something to overcome, it's something to understand.
- Inner Cycle feelings not 'negative', they are integral to change. It's OK to be in the inner cycle, but don't stay stuck there.
- Clearly see what the sources of disengagement are.
- Emotions are contagious, don't ignore them.
- Find out what people are protecting and what they need in order to move.
- Ask: What is ONE small step you can take to move from resistance to engagement?

~~force~~ listen
~~fear~~ ask
~~facts~~ connect



1 ENGAGE

Draw them in

Get Ready

- Enroll the people - bring them into the possibility for change
- Build emotional readiness and commitment.
- Put the change in focus - create context & link to value.
- Listen and engage - connection is key.
- Validate feelings and don't try to solve them with logic.
- Create hope - people must feel the vision, not just 'know it'.
- Clarify direction and connect to purpose.
- Avoid pushing for progress.
- ASK: Have we built enough trust to make the change?

3 REFLECT

Lock in wins



- Pause & consolidate insight, identify the shifts and learning before moving on.
- Create a structured process to regularly reflect on the change.
- Tap into energy and gain commitment—ask them how to pull it together.
- Agree on what to let go of and what to co-create—generate hope.
- Make time to explore and avoid rushing to conclusions and blaming.
- Momentum is generated through tangible benefits and short-term wins; identify and celebrate these. They build dopamine - the trust hormone.
- Purposefully seek out novelty through curiosity and reward this thinking.
- Ask: How can we create safe environments to accelerate the change?

2 ACTIVATE

Bring it to life, make it real



- Increase capability - close the skills gap.
- Encourage and support safe experimentation and learning, not perfection - test new methods ACTION.
- Acknowledge, validate, and accept fear.
- Develop new awareness, systems, and skills to drive the change, including behavioral agility.
- Explore options and experiment with possibilities.
- Build courage-enhancing character traits like self-efficacy and openness to experience.
- Strengthen support—reinforce new ways of operating.
- Avoid using fear to push urgency.
- Ask: How do we maintain focus to experience success?