



# Reinforcement Map

Reinforcement, reward, and recognition are all integral elements on the journey of change.

- Plan implementation in defined segments or phases
- For each phase, establish measures of success and expectations
- Recognize completion of intermediate milestones and celebrate early wins
- Take every opportunity to tie accomplishments back to the Contrast statement, reinforcing the value of long-term adoption

	Phase 1	Phase 2	Phase 3
Phase Description			
Key Milestones			
Measures of Success			
Impacted Groups			
Recognition Opportunities			
Key Messages of Reinforcement			