

# CLEAR Change Overview

**C: Communicate **Contrast**** to make the change visible

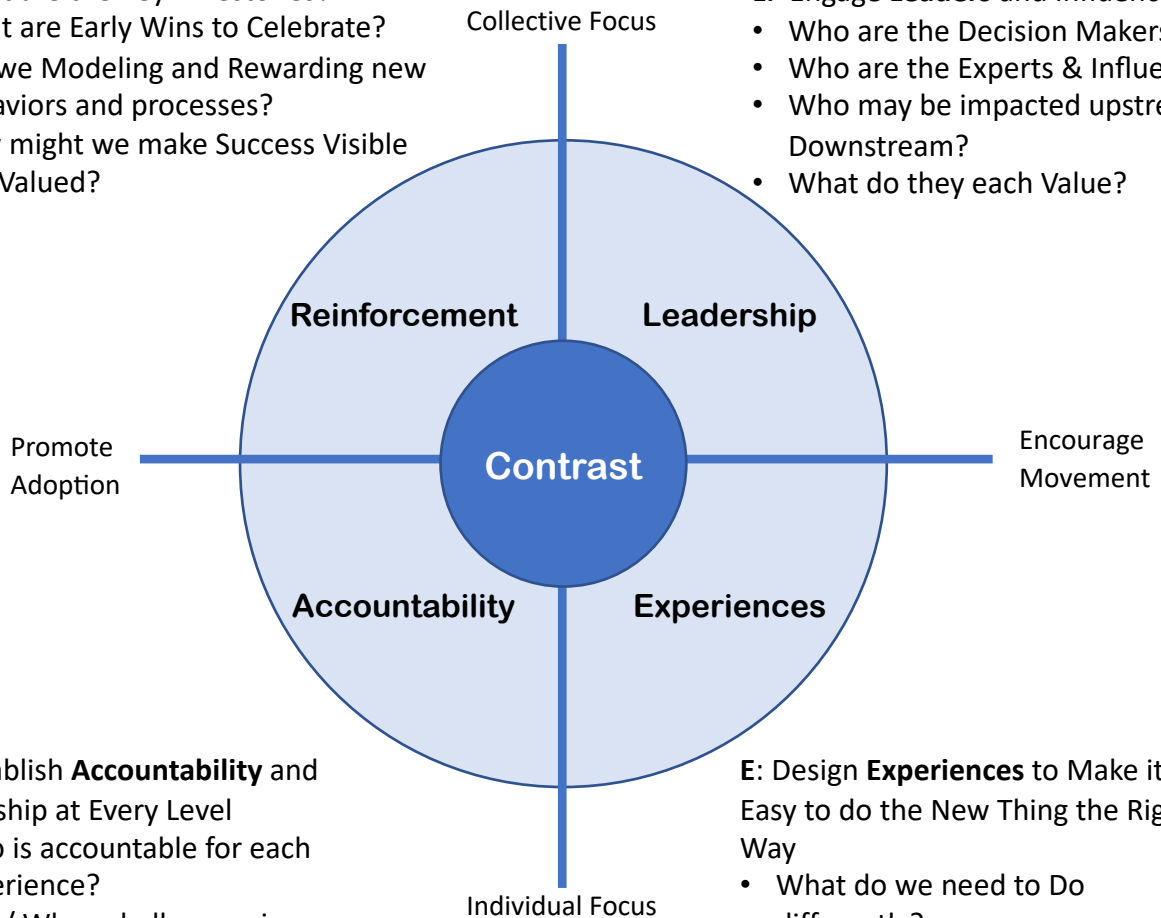
- How does the future Contrast to today? Describe FROM this TO that?
- Why do we need to Change?
- What does Success look like?

**R: Reinforce** and Reward the New Normal and Outcomes

- What are the Key Milestones?
- What are Early Wins to Celebrate?
- Are we Modeling and Rewarding new behaviors and processes?
- How might we make Success Visible and Valued?

**L: Engage **Leaders**** and Influencers

- Who are the Decision Makers?
- Who are the Experts & Influencers?
- Who may be impacted upstream? Downstream?
- What do they each Value?



**A: Establish **Accountability**** and Ownership at Every Level

- Who is accountable for each experience?
- How/ When shall we review Progress?
- Who is accountable for health of the program for the long term?
- What does Success look like?

**E: Design **Experiences**** to Make it Easy to do the New Thing the Right Way

- What do we need to Do differently?
- What do we need to Believe be confident in our Actions?
- What Experiences will build those beliefs?
- How do we Make it Easy?