



Why Does Change Fail?

Fail to SEE

I don't know why we're changing

The supposed benefit is not worth the effort

We're fine

Fail to MOVE

I don't know how

I'm an expert and I know best

It's not worth my time

Fail to ADOPT

Are we done with this program yet?

We can wait it out; it will be something new next week

What were we trying to accomplish?

What are the potential failure statements for your change initiative?

Failure to See	Failure to Move	Failure to Adopt

Each element of the CLEAR Change Model addresses these failure modes!