

The Jensen Model for Communicating Change

1. Why change?	2. What do you want me to do? What are the priorities?	3. How will I be measured? What are the consequences?	4. If I change, what tools and support do I get?	5. WIIFM? (What's in it for me?)

The Push (The stick) → The Pull (The carrot)

Directions: Draft your group's response to each of the above questions.

Notes:

1. If you cannot answer the above questions, your communication efforts may be premature.
2. Change happens at the speed of **sense-** making.
3. To change behaviors, each stakeholder (i.e. employees, middle management, executive management, community members, etc.) may require specific consideration.
4. While each step in the model is important, a survey by the Jensen Group reflected that question #4 was ranked as the "most important".