

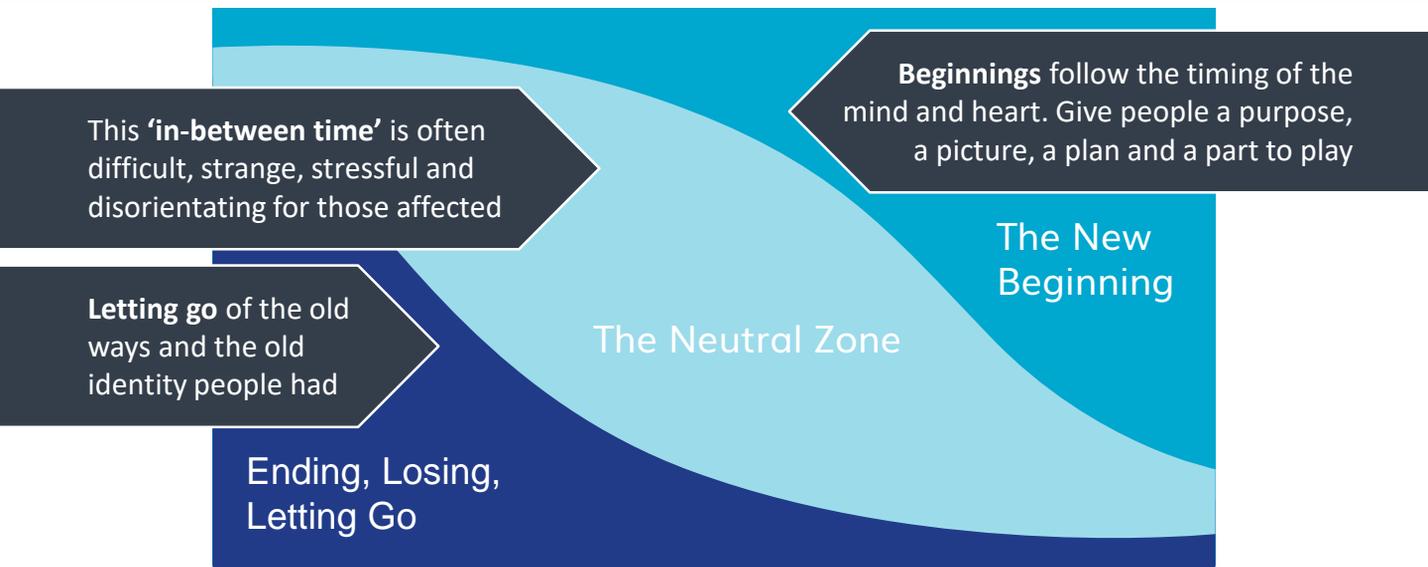
Bridges transition model for change

The New
Beginning

The Neutral Zone

Ending, Losing
Letting Go

Bridges transition model for change



Endings
Help people to 'let go' of the old ways

- Clarify what will change and what will stay the same
- Identify losses to mark what they feel sad about losing
- Respect and honour what people feel are their losses
- Help people see what they will be pleased to finish with
- Explain WHY change is necessary
- Show how best values of past can be preserved
- Communicate a LOT!

Neutral Zone
Help people make the 'journey'

- Establish frequent communication patterns
- Have 'rapid responses' to handle feedback
- Help people learn from process and to manage themselves
- Help people see what they will be pleased to finish with
- Help people share creative metaphors for change journey
- Allow people to experiment and try new ways of working
- Offer varied learning opportunities and support

New Beginnings
Encourage commitment to new future

- Give people a purpose, a picture, a plan and a part to play
- Be consistent in behaviour, messages and decision-making
- Demonstrate early successes to encourage people
- Celebrate key milestones in the change journey