

TEAM APPLICATION GUIDE



KEY CONCEPTS

1. You need to focus on the people you are trying to reach, not on the people you are trying to keep.
2. Not everything is going to go according to plan.
3. The three principles for leading change:
 - Do the math
 - Choose your focus
 - Attack problems not people
4. People change when the pain associated with status quo is greater than the pain associated with change.
5. There are five groups that impact how you lead change:
 - Innovators
 - Early Adopters
 - Early Majority
 - Quiet Majority
 - Opponents

APPLICATION QUESTIONS

1. Write down the specific names of the opponents you know.

2. In thinking about the five groups that impact how you lead change, which group has been getting the most amount of your focus? Which group has been getting the least focus?

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3. How does your focus need to change as an organization?

4. In thinking about the four ways to attack problems not people, which do you do well in? What will you do differently?

5. Is there a change that opponents or loud voices have caused you to stop pursuing? Write down your three next steps to keep going in this area.