



Launch Lead Live: The Executive's Guide to Preventing Resistance and Succeeding with Organizational Change

Continuum of Change Conversation Starter Template

Think about the problem or opportunity the change is intended to address. Answer the following questions to help clarify and internalize need for the change. Use your responses to the questions to begin the change conversations.

Continuum of Change Phase	Conversation Starter
No Problem	What do you think about the problem/opportunity I have outlined? How do you you feel about the problem/opportunity? Did you know...
Awareness	Why do you believe this change is needed? What do you think your area will benefit? Let's talk about the outcome expected...
Discovery	What will be needed to move this forward? What did you discover when you tried... What do you need to be prepared for training?
Implementation	What has been your success so far? Tell me about your experience with implementation. What do you need to ...
New Steady State	What is needed for you to sustain the new activities? How do you feel as you ...?