



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

### Need for Change Internalization 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.

Need for Change Question	Response
What problem or opportunity will this change address?	
Why is this change needed at this time in my organization?	
What benefits will customer or clients experience as a result of this change?	
How will I as an employee, benefit from this change?	
What are the consequences if this change is not successfully achieved?	
Why is this change needed at this time in my organization?	