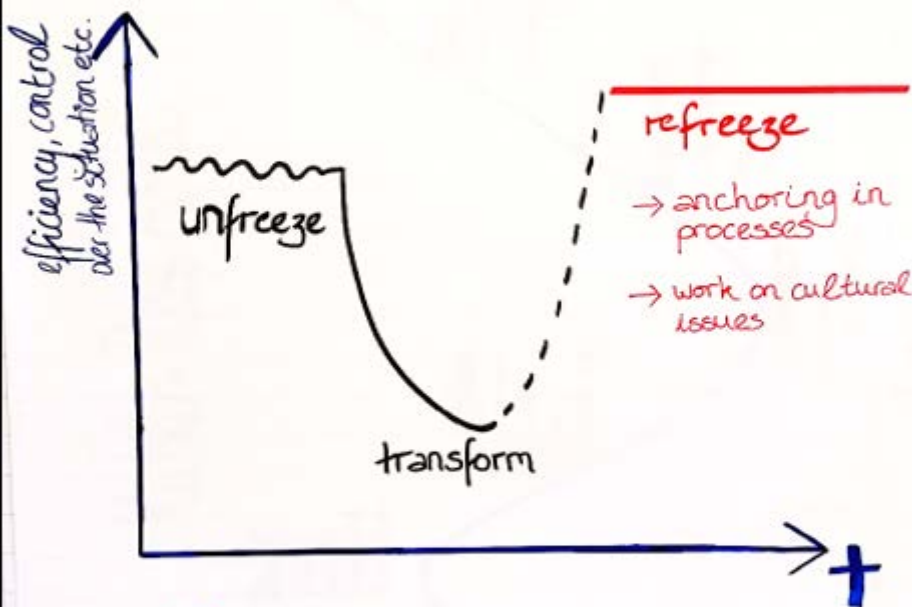


3 Phases of Change Processes (K. Lewin)



plan for a 'quick-win'

boosts morale
injects energy

- add to credibility of change project
- collectively achieved success