

Emotional Cycle of Change

Intellectual

Uninformed Optimism

- "It can't get any worse."
- "We are finally going to fix things."
- (I don't know what I don't know)

Intellectual

Informed Optimism (ownership)

- "The sense of achievement is fantastic because I understand the role I played to meet our targets."
- "I feel for the first time that I really am in control."
- "We have a route map to help us become more proactive, thereby taking some of the stress out of our working day."
- "It was a painful journey, there is still some pain, but it is definitely worth it"

Informed Pessimism

- "This is not what I had in mind."
- "I was not consulted much at all."
- "I'm losing what I had and don't know what I'm getting."
- "Will I be able to do things the new way?"

Hopeful Realism

- "I'm starting to understand it."
- "This might actually work well."
- "It won't get better if I don't try it."

Frustration and Fear

- Rumors and misinformation
- Stirring the pot, fomenting fear, anger
- Apathy (it won't affect me)

Emotional

Time

Enthusiasm